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GOVERNMENT

OF THE

PROVINCE OF ALBERTA

NINTH ANNUAL REPORT

1953

DEPARTMENT OF ECONOMIC AFFAIRS

HON. A. J. HOOKE
MINISTER

RALPH R. MOORE
DEPUTY MINISTER

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Appendix: Report of the Geographic Board
of Alberta.

Don't Drown Committee

Edmonton, Alberta.

To His Honour,
J. J. BOWLEN,
Lieutenant Governor of the Province of Alberta.

Sir:

I beg to submit herewith the Report of the Department
of Economic Affairs for the year ending December 31st, 1953.

I have the honour to be, Sir,

Your obedient servant,

A. J. HCOKE
Minister of Economic Affairs

February 8th, 1954.

February 1st, 1954.

To The
HONOURABLE A. J. HOOKE,
Minister of Economic Affairs,
Edmonton, Alberta.

SIR:

I have the honour to submit herewith the ninth Annual Report of the Department of Economic Affairs for the period January 1st to December 31st, 1953, in accordance with Section Nine, The Department of Economic Affairs Act, Chapter 2, S. of A. 1945.

The development of Alberta's economy in the field of industrial, social and cultural life during 1953 was reflected by increased activities in the work of the Department in all branches. Assistance was given to numerous organizations interested in developing the Province's wealth of natural resources and many new industries were established here during the year. Publicity throughout America, and indeed the world, by means of newspapers, magazines, radio and booklets over the past several years has centered much favourable attention on Alberta and results are becoming yearly more and more apparent. This is evinced in both industrial enquiries and in immigration and tourism.

The Department published 259,275 booklets on fifteen topics relative to Alberta during 1953 and continued to provide a complete publicity and advertising agency for all departments of the Government. Circulation of "Within Our Borders" (20,000 each issue) again increased in number and prominence, and several articles appearing in "Within Our Borders" were re-published in prominent daily newspapers and magazines throughout the country.

Requests for publicity literature during the year were very heavy, particular interest being shown in winter sports. Requests for ski information, especially, were received from all parts of the continent, while ski enthusiasts focused their attention on Alberta and many visited Alberta mountain resorts during the winter months for the first time. This trend will be encouraged and is certain to expand.

The Publicity Bureau, as in past years, was again called upon to prepare numerous articles for Canadian, British and American publications, in Canada, the United States and Europe, giving detailed information on the economic development of Alberta. All of these requests were given special attention realizing the opportunity of thus distributing free information the public is demanding. An information supplement was also issued regularly during the year to 61 members of the Legislative Assembly and others interested, or to those requesting it.

A large number of "still" photographs in colour and in black-and-white, for publicity purposes were produced during the year. These were supplied, as in previous years, to many leading newspapers throughout the free world, with a view to attracting both tourists and industrialists to this province. During the year more than 12,000 photographs were released for this purpose.

Two sound-colour films of 20 minutes' duration were completed for the promotion of the tourist industry, by the Film and Photographic Branch, and during the year some 50 prints of these films were released for showings (including television) in both Canada and United States.

Assistance was given certain Hollywood companies in producing films at Banff and Jasper, realizing publicity from such films would publicize Alberta. Four Hollywood companies produced pictures (either in whole or in part) as a result; the monetary gain to Albertans from these productions being estimated at approximately two million dollars. It is the present intention to further promote 35-m.m. film production in the Province.

The Department will complete another industrial 16 m.m. film and one or two more tourist films in 1954, while a new "Alberta Story" will also be begun for release in 1955.

Tourist travel set a new high in 1953 when 1,405,516 persons visited the Province and spent an estimated \$34,695,360. These figures are 16 and 8 percent, respectively, higher than 1952 figures and speak well for the travel promotion undertaken in previous years.

A total of 1,027,766 tourists (including local traffic) entered the National Parks alone in Alberta by automobile, while another 18,614 visitors reached the Parks by train, bus or aeroplane. The average tourist spent \$26.58 during his stay, with rail passengers averaging \$72.50 and foreign motorists \$62.50, according to estimates by the Dominion Bureau of Statistics. We in the Department believe these figures to be much higher. Banff, Jasper and Waterton parks, and the Calgary Stampede, proved to be the leading attractions, although increases in tourist trade were noted at almost every resort in the Province.

There were 192 new tourist cabins (it will be seen by the report) built in the Province during the year, bringing the present total to 1,755. Class "A" cabins continue to be the most numerous, with well over half the total number graded in this category. Tourist accommodation, however, is not nearly enough, as at Banff, especially, visitors in some cases were unable to obtain shelter and had to sleep in their cars during the months of July and August.

Two travel signs were erected during the year - one near Bonners Ferry, Idaho, and the other near St. Mary, Montana - and four industrial signs. Eight or more additional signs, both tourist and industrial, will be erected in 1954.

During 1953 four large industries (recorded in previous reports) started operations. The Canadian Chemical Company at Clover Bar is now producing chemicals, cellulose acetate and filament yarns; Canadian Industries Limited is producing polythene; the new plant of Crane Limited in Calgary is manufacturing valves and fittings, while Western Chemicals Limited at Duvernay is producing caustic soda, chlorine and muriatic acid from Alberta salt and natural gas.

The year 1953 saw many industries building additions to their plants and opening branch operations. Nearly every area in Alberta established new high construction figures for the year. Eighteen new manufacturing industries located in the Province and either completed, or have under construction, plants costing several million dollars.

Capital cost covering new industries, additions to existing plants, warehouses and miscellaneous businesses, exceeded \$38,000,000 in 1953. This is \$17,000,000 more than 1952. (See Appendix to Industrial Report)

Additional surveys are now being made by companies interested in plant locations in Alberta, the operations of which will further stimulate development and add to a further increase in business in 1954. Extensive help was given by Alberta House in encouraging industry to Alberta from the United Kingdom and Europe.

Economic surveys of cities, towns and villages still are being distributed on a wide scale. Requests have been received for copies, not only from the United States and Canada, but from many foreign countries. A number of surveys were revised during 1953, while additional revisions will be made in 1954 to bring the information up to date.

In the Cultural Activities field two handicraft centres were organized during 1953 and a refresher course taught at Beaverlodge where a craft centre was organized in 1952. The establishment of craft centres has been received with enthusiasm; further encouragement of the handicraft art will certainly be sought in 1954 and more centres organized.

An increased number of young Albertans sought assistance during 1953 for advanced study in music, art, drama, and in library work. The appointment of a Supervisor of Public Libraries has been made to take office September, 1954, while increased assistance will be given some 150 libraries.

Between January 1st and December 31st, 1953, \$5,050.00 was contributed, by way of scholarships or grants, to develop music. During the same period \$450.00 was donated for drama; \$150 for handicrafts, and \$19,219.95 as library grants.

Displays of paintings were organized for exhibition throughout Alberta, covering 69 towns in the circuit, and will continue into 1954.

The Immigration Branch has completed its most successful year, having directly promoted the immigration to Alberta of some 4,000 people from the British Isles, with the assistance of Alberta House.

Screening and selection in immigration has been maintained to meet the demands of Alberta's industrial expansion. The Immigration Branch and the Agent General in the United Kingdom have been careful not to exceed the demand and supply of labour and have been careful not to admit those classifications of which there is already an adequate supply within the Province. Establishment of employment and accommodation has proven successful and will continue along similar lines.

Assistance, insofar as public relations is concerned, was provided in the organization of 25 conventions in Alberta last year (attendance approximately 21,600 delegates). This included providing speakers and programs, arranging details and supplying promotional literature about Alberta. This program of Government endeavour is developing continuously with more and more requests for Government assistance each year.

Two additional services to the public were instituted in 1953; one being the installation of a special "Information" telephone, in connection with public relations, whereby general information pertaining to various government departments is available to the public; and the other being publication of a booklet entitled "Government Services Guide" listing complete services and names of officials of the various departments of the Government. Both these innovations have been very well received by the public.

As to Rental Control, 23,740 cases and enquiries were dealt with by the Board during 1953. Most of the hearings were held in Edmonton and Calgary but enquiries were held at 14 other points in the Province. Details are contained in the report of that Branch.

Details also are given of exhibits displayed during the year and of attendance at United States travel shows, half of the expenses of which were met by The Pacific Northwest Travel Association. The "Don't Drown Committee" of the Alberta Safety Council continued its work during 1953 and five meetings were held during the year. A motion picture film in colour, of twenty minutes' duration, entitled "Don't Drown" was produced by the Photographic Branch and donated to the Safety Council to assist in its work of education against drowning fatalities.

The Industrial Development Board held two meetings; the Handcraft Committee held three meetings; and the Advertising Committee ten meetings in 1953. There were two staff meetings.

(4)

Alberta House (under the Agent General) continued effective work during the period under review in even a more strenuous manner than formerly, with particular emphasis on publicity and immigration.

As president of the Canadian Tourist Association I attended the annual convention of the Association at Vancouver and Victoria, October 1st to 6th, also the Dominion-Provincial Tourist Convention at Ottawa, in company with yourself, November 30th to December 2nd.

May I conclude by expressing my satisfaction in the work of the Department during the year just closed and trust that you will concur in the detailed reports appended. May I also express my appreciation to yourself, Sir, and the entire staff of the Department in the assistance and co-operation extended me in my duties as Deputy Minister. Acknowledgement is also made to Mr. Peter Elliott, Executive Secretary to the Premier for his assistance in producing "Within Our Borders", and for his attendance at Advertising Board meetings. As Chairman of the Industrial Development Board I also wish to acknowledge assistance rendered by members of the Board and by the banks, railway companies, chambers of commerce, the Research Council of Alberta, and others.

The report of the Geographic Board and "Don't Drown Committee" is appended.

All of which is respectfully submitted.

Ralph R. Moore,
DEPUTY MINISTER

DEPARTMENT OF ECONOMIC AFFAIRS

Legislative Buildings

Edmonton, Alberta

**Hon. A. J. Hooke,
Minister**

**Ralph R. Moore
Deputy Minister**

Alberta House Agent General, Mr. R. A. McMullen
Cultural Activities Co-ordinator, Mr. B. MacKenzie
Film & Photographic Branch . . . Film Commissioner, Mr. K. Hutchinson
Industrial Development Branch . . Director, Mr. R. Martland
Immigration Branch Supervisor, Mr. J. Ferguson
Publicity Bureau Director, Mr. E. S. J. Bryant
Public Relations Office Officer, Mr. R. D. McLean
Rental Control Board Chairman, Mr. S. B. Ferris
Southern Area Office Supervisor, Mr. H. A. Webster
Travel Bureau Director, Mr. D. E. C. Campbell

ALBERTA HOUSE - LONDON, ENGLAND.

In the year under review the work at Alberta House was concerned mainly with consolidation. Accordingly, the year has seen no startling developments.

For the fifth consecutive year since the establishment of Alberta House on April 1st, 1948, there was increased activity in all phases of work which fall under seven main headings:-

1. IMMIGRATION
2. INDUSTRIAL DEVELOPMENT
3. PUBLICITY
4. CIVIL ENQUIRIES
5. CORONATION DELEGATION
6. LOTHIAN MEMORIAL LECTURE
7. REPRESENTATION

EMIGRATION

Except in instances where prospective emigrants have proceeded to assured employment, emigrant departures have been discouraged between the months of September and March, inclusive. Departure arrangements made through or by Alberta House have therefore been largely restricted to spring and summer sailings.

Alberta House has continued to maintain the closest co-operation with the Department of Citizenship and Immigration, the Dominion Settlement Service, the Department of Labour for Canada, Canadian National and Canadian Pacific Colonization Departments and other ocean transportation and colonization organizations in the United Kingdom.

NUMBER OF EMIGRANTS INTERVIEWED

<u>1949</u>	<u>1950</u>	<u>1951</u>	<u>1952</u>	<u>1953</u>
875	1762	2224	3459	3569

NUMBER OF APPLICATIONS RECEIVED

<u>1949</u>	<u>1950</u>	<u>1951</u>	<u>1952</u>	<u>1953</u>
540	545	1001	1449	1520

MARITAL STATUS OF APPLICANTS - 1953

Single		Married or Heads of Households	Wives	Children		Total
M	F			M	F	
516	141	855	855	641	575	3,583

CLASSIFICATION OF APPLICANTS

Year	Agricultural	Clerical	Executive and Professional	Trades	Semi-Skilled or Unskilled
1949	76	75	76	212	101
1950	20	93	123	225	84
1951	45	112	161	527	156
1952	18	227	351	689	164
1953	50	236	379	449	406

ESTIMATED AMOUNT OF TRANSFERABLE CAPITAL

<u>1949</u>	<u>1950</u>	<u>1951</u>	<u>1952</u>	<u>1953</u>
\$1,196,682	\$1,250,000	\$1,805,000	\$1,915,678	\$2,096,638

KNOWN UNITED KINGDOM EMIGRANT DEPARTURES

<u>1949</u>	<u>1950</u>	<u>1951</u>	<u>1952</u>	<u>1953</u>
2202	1216	2213	3320	3683

INDUSTRIAL DEVELOPMENT

In the year under review, Alberta House has added substantially to its effectiveness by widening and strengthening its industrial contacts throughout the British Isles.

Information and statistical data of a concise and factual nature on agricultural, economic and industrial expansion in Alberta has been extensively distributed by Alberta House to banking and investment institutions, industrialists, the radio, the press and to the general public in the British Isles.

A greater number of invitations has been received during the past twelve months by the Agent General to speak at luncheons, dinners, engineering and trade banquets throughout the British Isles on the industrial, agricultural and petroleum potential in Alberta.

British industrial executives conducting extensive surveys throughout the Dominion during the past two years are known to have submitted the most favourable reports on the long-term economic future of Alberta. With the exception of a very few firms, British industrialists have continued to defer early decision about establishment in the Province. Alberta agency representation, with ultimate establishment of plants in view, has increased during the past year.

The Agent General has represented the people and the Province of Alberta at the British Industries Fair, Earl's Court, London, and at Castle Bromwich, Birmingham, where Alberta literature and publicity material was prominently featured on the Canadian Government stands. General and trade enquiries at both places were reported to have been higher in 1953 than in previous years.

PUBLICITY

The growing demand for information, the varied and appreciative reactions to the information, brochures and publicity material supplied, would tend to support the belief that the Province of Alberta has become a definite entity and not just a place on the map in the minds of the British public.

The number of requests received from British business establishments, trade associations and travel agents has quadrupled during the past twelve months.

Alberta films covering every phase of development in Alberta have been shown throughout the United Kingdom and Ireland to audiences numbering from 100 to 2000 prospective emigrants.

Selective information on Alberta has been regularly supplied to Her Majesty's Ministry of Education; to Her Majesty's Central Office of Information and to the British Broadcasting Corporation for dissemination in schools and for the making of audio-visual programmes and filmstrips.

General information, factual data and photographs supplied through Alberta House to feature writers and press representatives have resulted in the publication of articles on Alberta in the French, German, Dutch, Spanish, Brazilian and Arabic languages.

Brochures, statistical data, photographs and a variety of items have been supplied for Federal and Provincial trade and emigration displays in the major centres of Britain and Northern Ireland.

CIVIL ENQUIRIES

Requests received at Alberta House for copies of various types of certificates and legal documents; for information on property acquired through inheritance in Alberta or in Great Britain; for assistance in locating missing relatives or friends on either side of the Atlantic have shown definite increase over previous years.

A growing number of requests for assistance or information have been received during the Coronation year from Alberta residents and from Alberta visitors to the United Kingdom.

ALBERTA CORONATION DELEGATION

During the past year Alberta House was host to the members of the official Alberta Government delegation to the Coronation of Her Majesty Queen Elizabeth II. Members of the delegation were His Honour John J. Bowlen, Lieutenant-Governor of Alberta, and his daughter, Mrs. Mary Mooney, and the Honourable E. C. Manning, Premier of Alberta, and Mrs. Manning.

INAUGURAL LOTHIAN MEMORIAL LECTURE

The first Lothian Memorial Lecture, inaugurated by the English-Speaking Union of the Commonwealth to commemorate the distinguished services to Commonwealth-American friendship rendered by Philip, 11th Marquess of Lothian, who died in 1940 when serving as His Majesty's Ambassador in Washington, was delivered by the Honourable Ernest C. Manning, Premier of Alberta, on June 11th, 1953, at the Central Hall, Westminster, to a representative and distinguished audience under the chairmanship of the Rt. Hon. L. S. Amery, C. H. Subsequent lectures were given at The Central Hall, Edinburgh, on June 15th, under the chairmanship of The Earl of Balfour, Chairman of the English-Speaking Union in Scotland, and at Radiant Hall, Liverpool, on June 16th under the chairmanship of the Lord Mayor of Liverpool, Alderman W. J. Tristram.

REPRESENTATION

The Agent General and Mrs. McMullen had the honour of paying tribute, on behalf of the Government and the people of Alberta, to the memory of Her Late Majesty Queen Mary at the Lying-in-State in Westminster Hall, and also to be present at the Royal Chapel of Saint George, Windsor Castle, on the occasion of the Royal funeral.

On Wednesday, May 27th, 1953, the Agent General was privileged to attend the Commonwealth Parliamentary Association Coronation Luncheon in Westminster Hall, Westminster, which Her Majesty the Queen graciously consented to attend.

The Agent General and Mrs. McMullen were privileged to accompany the official Alberta Government Delegation to the Coronation of Her Majesty Queen Elizabeth II.

On behalf of the Government and the people of Alberta, the Agent General and Mrs. McMullen attended the unveiling on Saturday, October 17th, 1953, of The Runnymede Memorial built in memory of 20,455 officers and men of the Air Forces of the Commonwealth who gave their lives in the 1939 - 1945 war and have no known grave.

During 1953, the Agent General and Mrs. McMullen represented the Government and the people of Alberta at official functions given by Her Majesty's Government in the United Kingdom; by the Corporation of the City of London; and at a number of official and semi-official functions.

ACKNOWLEDGEMENTS

The Agent General wishes to acknowledge the assistance and co-operation extended to Alberta House by all members of the Department of Economic

Affairs, and by other Departments of the Government of Alberta, and also wishes to acknowledge the continued close co-operation between Alberta House and the Office of the High Commissioner for Canada in the United Kingdom; the Canadian Immigration Services and National Employment Service representatives in Great Britain; Canadian National Railways, Canadian Pacific Railway and Cunard Steam-Ship Company transportation and colonization representatives throughout the British Isles.

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CULTURAL ACTIVITIES BRANCH

This report is based on the work of the Cultural Activities Branch and its associated boards which are as follows:

ALBERTA LIBRARY BOARD

Miss Louise Riley, Chairman
Mrs. A. B. McGorman
Miss Flora Macleod
Mr. R. C. Gregg
Mr. Lorne Walker

ALBERTA MUSIC BOARD

Prof. Richard S. Eaton, Chairman
Mr. A. J. Balfour
Mr. H. G. Turner
Mr. G. A. Nechkin

ALBERTA DRAMA BOARD

Mr. Douglas Homersham, Chairman
Prof. R. H. G. Orchard
Mr. Gwilym Edwards
Miss Esther Nelson
Miss Betty Mitchell

ALBERTA VISUAL ARTS BOARD

Prof. H. G. Glyde, Chairman
Mrs. P. J. A. Fleming
Mr. E. E. Poole
Mrs. W. W. Wilson
Mr. Stanford Perrott

ALBERTA RECREATION BOARD

Mr. Jack Reilly, Chairman
Mrs. Rhona Duncan
Prof. M. L. Van Vliet

LIBRARY BOARD

The Alberta Library Board held five meetings during 1953. The March meeting at Lacombe included a combined session with the Lacombe regional board at which the affairs of that library were very thoroughly discussed. Unfortunately this library, one of two regional libraries in the Province, was totally destroyed by fire last fall.

The board has been most active throughout the year at meetings, by correspondence and other ways and much constructive work has been accomplished.

The regional library at Barrhead continues to give a much appreciated service to the residents of that district which includes 13 association libraries in addition to the central regional library itself at Barrhead. The regional library board and the school division board at this point have worked in complete harmony in the interests of the service. A new and non-professional librarian was recently appointed after an unsuccessful attempt to engage a professional. The former, although still inexperienced, is giving satisfactory service.

The loss by fire of the Lacombe library, referred to above, was particularly tragic as it was included in the large community building which had represented the investment not only of a considerable sum of voluntary contribution, but also a great deal of voluntary labour on the part of men and women of Lacombe and its environs. However, it appears that the same public spirit and the enthusiasm is now going into rebuilding on the ashes, as went into the original structure, and to all appearances it seems as if the community building including the library will soon be operating once more.

Ten new association libraries were designated during the year, namely at Grimshaw, Granum, Thorhild, Youngstown, Redwater, High Prairie, Delia, Bonnyville, Crossfield, Rimbey and the association library at Vermilion attained the status of a municipal library. The total number of libraries now operating under the board is 156, of which 22 are municipal public libraries.

Much professional and voluntary service extending over nine or ten months was contributed by Miss Dorothy Rogers of the Calgary Public Library and Miss Grace L. MacDonald of the Edmonton Public Library in compiling a new and revised Children's Book List. The new list was greatly enlarged and extended over its predecessor of 1952 and is completed by the addition of annotations which must be helpful to those having a responsibility for the selection of children's books. This has been distributed to all public libraries, all Home and School Associations and the Department of Education for further distribution.

Two scholarships to assist the holders to secure tuition in librarianship were awarded during the year, namely to Mr. Harry E. Newsom of Calgary and Miss Pauline Racette of Edmonton.

Some notable contributions to the popularizing of public libraries in general were made during the year by Mrs. A. B. McGorman who addressed the Women's Institutes of which she was lately provincial President, and Lorne Walker's addresses to the Alberta Teachers Association; by Miss Louise Riley, who wrote two articles respectively for the Farm Leader and The New Trail; also news releases issued from the Cultural Activities office from time to time throughout the year.

The board co-operated in a short course for librarians under Alberta Library Association auspices in May at the time of the association's annual meeting, both held in the Rutherford Library, Edmonton.

On recommendation of the board, one amendment was made to the Public Libraries Act at last session of the Provincial legislature - to advance the "deadline" for filing claims for library grants from December 31st to January 31st. The board's reason for recommending the amendment was that it had been found by experience that many of the best books of the year were not released by the publishers until time for the Christmas trade and that consequently the invoices did not arrive in librarians' hands until January of the following year.

Perhaps the most important development of the year was the appointment of a library supervisor in the person of Mr. Harry E. Newsom, the scholarship winner referred to above. The making of such an appointment was considered most important to the successful operation of the library system, and although Mr. Newsom is still attending a library course at the University of Washington and will not commence his duties here until September, he is by no means without library experience. A graduate in Education he has worked on the staff of the Public Library at Calgary, was instrumental in the organization of the association public library at Staveland, and also had a good deal of library experience in voluntary service there.

The Board interested itself in the possibility of creating a Provincial Museum and the appointment of a Provincial Archivist, and made a recommendation to this effect to the Minister of Public Works and of Economic Affairs and asked all librarians to co-operate in the collection of documents, letters, photographs, newspapers, clippings and other articles of historic interest.

MUSIC BOARD

The Music Board had one meeting but considerable business was transacted by means of correspondence and interviews.

Sponsored by the board, the University of Alberta Mixed Chorus made a successful tour in May, which extended as far east as Lloydminster and as

far south as Drumheller, including Vegreville, Provost, Castor, Hannah and Camrose.

On account of ill health one member, Mr. A. J. Balfour, Grande Prairie, found it necessary to resign, leaving a vacancy which has not yet been filled.

Six scholarships or grants of assistance were made to promising young Alberta musicians to enable them to continue their studies. Another ten music students of the Western Board of Music were awarded smaller bursaries of \$100 each. Grants were also made to the Provincial Music Festival, local festivals at Calgary and Lethbridge, Western Regional Gymanfa Ganu, and the Central Alberta Band Association.

Supplementing the book "Singing at Sight" published two years ago, this office prepared a similar one on "Choral Conducting" - a partial response to numerous requests for assistance in this branch of Cultural Activities.

The Department initiated overtures for the institution of a Dominion Music Festival comparable to the Dominion Drama Festival, and met with an encouraging response from the Federation of Canadian Music Festivals, Winnipeg, the Canadian Bureau for the Advancement of Music, and the Canadian Music Council both at Toronto.

All seemed very impressed with the project, which has now been committed to the care of the Federation with the co-operation of the other two and this Department when called upon.

The Department was able to be of assistance to an organization sponsored by the Edmonton Y. M. C. A., known as Canadians Unlimited, which has as its raison d'etre the bringing together of new Canadians for entertainment and social fellowship. A member of the Department's staff serves on the executive.

DRAMA BOARD

The Drama Board held one meeting during the year, at which an approximate programme for drama development for the coming year was discussed.

Two scholarships as a result of the recommendations of the Drama Board were awarded to: Mr. Grant Reddick, who was studying theatre with the Bristol Old Rep., and Mr. Thomas Summers, who was enrolled as a student at the Central School of Drama at London, England.

The Drama Board made a proposal to the Government, and to the other boards concerned, with reference to theatrical productions which would deal with the history and cultural background of the Province which could be presented during the Jubilee Year of the Province.

Alberta was represented at the Annual Dominion Drama Festival in Victoria through the Studio Theatre production of Othello, and the Co-ordinator attended the Festival to represent the Government there.

During the year Prof. R. Orchard left the Province to undertake further study in Europe. A replacement has not yet been appointed.

VISUAL ARTS BOARD

The Visual Arts Board held one meeting during the year, although as in former years individual members of the Visual Arts Board kept in close touch with the branch, and assisted the work the branch carries on each year individually.

New regulations were established for the conduct of the Spring and Fall competitions which are sponsored by the Board, and these regulations were incorporated into the Fall competition.

Arrangements were made for additional Handcraft demonstration trays to be executed by persons who were familiar with the aims and direction of the board.

During the year four exhibits, instead of the usual two, were circulated by the branch under the auspices of the board, and it is estimated that 27,000 Albertans saw the displays during the time they toured.

During the year resignations were received from Mrs. W. W. Wilson and Stanford Perrott.

HANDCRAFT COMMITTEE

The Handcraft Committee held three meetings during the year, following the successful establishment of a Craft Centre at Beaverlodge, it was decided that this form of craft development should form the pattern for an experimental period.

The services of Mrs. Margaret Tewnion as Craft Supervisor for the branch were obtained in connection with the programme. Mrs. Tewnion joined the staff on May 1, 1953.

The question of weaving instruction occupied part of the spring, and an advertisement was prepared asking for applicants for the post of Weaving Instructor from time to time in connection with the craft program. Some ten applications were received, and of them the application of Mrs. Renate Raber seemed the most promising. It was arranged that Mrs. Raber attend the Banff School of Fine Arts to undertake the weaving course there to acquaint her with Canadian methods and attitudes. While no weaving instruction has been required since her attendance at the Banff School, Mrs. Raber has successfully taught a course in Edmonton in connection with the local weaving program under the auspices of the Edmonton Recreation Commission.

Craft Centres were authorized for Willingdon and Edson, and have been successfully completed.

PHYSICAL RECREATION BOARD

The Board had three meetings during 1953, on July 5, Sept. 13, and Sept. 22.

Much valuable work was accomplished in collecting data on the operation of recreation centres in other Canadian provinces and in the United States. Exchange of correspondence and pamphlets has resulted in the setting up of the nucleus of a reference library from which much valuable information can be drawn.

Some preliminary work was done toward the setting up of an experimental area in the Provost school division, at which a tentative program could be tested.

The board prepared a skeleton program for submission to selected areas as the beginning of a publicity campaign. Points considered for this purpose included: definition of physical recreation, a tentative program, planning standards and leadership.

In September the board received a visit from Mr. J. Ross, national director of physical recreation. Means are now under the board's consideration as to how the latter can co-ordinate its work with that of the physical recreation branch of the Department of Education.

GENERAL

In 1953, the Branch was considerably expanded both as to activities and staff. In January, Mr. Andrew C. Ballantine joined the staff as Assistant Co-ordinator, assuming the secretaryship of the Library Board, and the

Music Board. In May, Mrs. Margaret Tewnion, whose work in connection with the handicraft program as Craft Supervisor has already been noted in this report, joined the staff. The appointment of Mr. Harry Newsom as Supervisor of Public Libraries has also been noted.

As in former years, the branch continued to act as a clearing house for cultural matters throughout the province. A total of 997 letters were received, and 1231 letters were written. There were 354 interviews carried on by the Co-ordinator or members of the branch of sufficient importance to merit mention in the monthly report, and 66 functions of various kinds were attended in the course of the years work.

The quarterly newsletter, "Leisure", has resumed publication, much to the pleasure of those to whom it had been a welcome means of keeping in touch with cultural activities in the Province. Three booklets, "An Approach to Sketching in Oils", "Craft Centres in Alberta", and "Batik" were also issued by the branch.

* * * * *

FILM AND PHOTOGRAPHIC BRANCH

The Film and Photographic Branch has as its particular function the production and distribution of illustrative material, both still and motion pictures, for the general information of Albertans, Canadians and interested people in other parts of the world.

To carry out the varied duties which the above entails, the branch is staffed by the following:

Director	- 1
Stenographer	- 1
Photographers	- 5
Film Clerks	- 2
Artist	- 1
	<hr/>
Total	10

It will be noted that there has been a staff reduction of two members this year over 1952. This will be explained by the information under Film Library on the following pages.

BLACK AND WHITE STILL PHOTOS

Black and white still photos are used in the major portion of printed illustrations and the work of the branch in this field was increased. Assignments for photographers are increasing each year as the service of the branch becomes more widely known to the various Departments.

It is estimated that some 4,000 black and white photos were taken and processed in 1953. From these and the files of previous years a total of 11,500 enlargements, mainly in size eight by ten inches, were produced. Since these were distributed to newspapers and periodicals all over the free world, the value of the publicity received by the Province through this medium is difficult to estimate. Some publications to which the branch has contributed during the year are: all local newspapers, Western Miner, Western Business and Industry, Canadian Oil News, World Oil News, Spokane Spokesman Review, Canadian Home Journal, Time, New York Times and London Illustrated.

COLOR STILL PHOTOGRAPHS

A total of 366 enlargements of 11 by 14 inches and over were produced with suitable mounts added. Of these, 320 were hand tinted, mounted and framed for public display. The production was carried out by the Government

with framing done by the Department of Public Works. These photos were distributed to points where they would give the greatest value in tourist or industrial advertising to the Province or were used to decorate the walls of Government offices. Several of these were hung in such widely separated points as Seattle, San Francisco, Hollywood, Ottawa, Toronto, and Alberta House in London.

Some magazines use natural color photos solely and for this reason the photographers have taken a stock of these whenever possible. While the number taken this year was not as large as last, some five or six hundred were obtained. It is interesting to note that more and more Government publications are using these, the largest and most important being the new Government calendars produced by the Publicity Branch.

MOTION PICTURES

1953 was a very busy year for the branch in the motion picture production field. Two complete color films with sound entitled "Skyline Trails" and "Gift of the Glaciers" were produced, totalling 40 minutes. Both of these films have been receiving wide distribution. Because of the popular demand 35 prints of each have been forwarded to various libraries. The films are now being distributed through ten libraries in the United States besides in Canada and England.

Photography on three other films for various Government services has been completed during the year. These are:

(a) "4H Clubs of Alberta" - being produced for the Department of Agriculture to show the value of these clubs to the agricultural population of the Province.

(b) "Your Health Unit" - for the Department of Public Health. The film is to depict the services provided by the Municipal Health Units.

(c) "Don't Drown" - a film photographed for the Don't Drown Committee of the Government with the co-operation of the Alberta Safety Council and the Water Safety Division, Alberta Branch, Canadian Red Cross Society.

These films will be released during the year 1954. They comprise some 60 minutes of sound footage in color. In the course of shooting these films about 4000 feet of stock footage for the film library was obtained, to be used at a future date.

The branch has also been promoting the use of its productions on television and several very worthwhile bookings have been obtained. "Skyline Trails", "Autumn in Alberta", "Gift of the Glaciers" and "Resources for Industry" all were shown on TV during the year at such points as Sudbury, Great Falls and Spokane. Every effort will be made in the coming year to promote the use of material on television since this is one of the best means of reaching large audiences with a minimum of film use.

FILMSTRIPS

Two filmstrips of approximately 60 frames each were produced in color for the Department of Health.

FILM LIBRARY

The activities of this section of the branch showed a decided drop during the year. This is accounted for by the fact that all of the films previously maintained and shipped for the Department of Education were moved from the Legislative Buildings to the direct control of the Audio Visual Aids Branch. The film library was moved to a smaller room immediately across the hall from the old location. The present film library controlled by the

Photographic Branch is made up of all Government films except those meant specifically for the use of the schools.

During the year some 1200 shipments were made comprising approximately 4000 film usages. This was done with a staff of two, the remaining three being transferred to the Department of Education with the educational films.

ART SECTION

Because of the demand for art work and display preparation used in conjunction with photographic work, it was decided early in the year to obtain a trained artist. The Department was fortunate in obtaining the services of a graduate of the School of Technology and Art at Calgary, a former scholarship winner in Provincial competitions.

Besides making such displays as those used at the Sportman's Shows in Toronto and the various conventions, such as the Canadian Mining Institute Convention, the artist undertakes to make various displays to be exhibited in the Legislative and Provincial Buildings, Edmonton.

Most of the certificates, business licences and various scrolls for Departmental offices are made through the efforts of this section.

MISCELLANEOUS

The branch co-operated with the National Film Board in making possible the showing of tourist films at the various resort areas in the Province. The showings were handled by the staffs of the various parks, Community Film Services, National Film Board and in some cases by our own staff. While attendance at these showings was down somewhat from the previous year, the reason was not the lack of service but because of poor weather during the last summer.

The branch also co-operated with the NFB in showings to the patrons of the Edmonton Exhibition. Permanent space in the new grandstand building was rented by the Department of Economic Affairs and the small theatre established there was paid for by the Department. The staff of the Film Board gave freely of their services during the week and results of the first years showings were encouraging. The branch has made an effort to give the same sort of service in Calgary but so far has been unable to obtain space for such a program during the Stampede.

One highlight of the summer's work was the assistance given by this branch to the visiting motion picture production companies from Hollywood. In all there were three complete films taken in Alberta by Twentieth Century Fox and Universal International Pictures, while Metro Goldwyn Mayer took all background material for the re-make of "Rose Marie". Through the efforts of the Department, local people and industry in Alberta were benefitted by about two million dollars. While this year gave the first tangible results of our past program encouraging these companies to come to Alberta, it is understood that several more films will be made in the ensuing years.

As usual the staff endeavoured to give the same friendly service as in the past. In addition, members of the Department gave their services at 75 showings out of hours. Equipment, in the way of generators, screens and projectors were loaned to other departments of the government on 99 occasions.

The Projection Room, now housed in the old film library was completely renovated this year, providing the branch with an up-to-date projection booth and sound commentator's booth which will be used in the future production of films. This room has been kept busy with screenings for the various Departments. The old screening room now provides adequate space for the production of still photos, room that was sadly lacking in previous years.

INDUSTRIAL DEVELOPMENT BRANCH

While there appears to be some soft spots in the national economy, business generally in Alberta held steady during 1953. During the year there was a tendency in business to reduce inventories and general prices are expected to level off during 1954.

The Canadian Chemical Company Limited, Canadian Industries Ltd. (polythene), Western Chemicals Limited, and Crane Limited, are now in production, and the operations of these plants will stimulate the establishment of secondary industries. A considerable increase in plant expansion and the construction of warehouses, and branches of miscellaneous businesses was experienced during the year. There is every indication that this trend will continue.

INDUSTRIAL DEVELOPMENT

New industries, additions to existing plants and miscellaneous businesses amounted to more than \$38,000,000. This is \$17,000,000 more than the figure reported for 1952. Eighteen new industries located; the capital cost of these industries will exceed \$20,000,000. (See Appendix I) Products to be produced by some of these new plants will be:- paper and paper products; batteries and automotive electrical equipment; furniture; building materials; and petroleum products. Extensions to plants, new warehouses and miscellaneous businesses total over \$18,000,000. (See Appendix II)

SURVEYS

Economic surveys of cities, towns and villages are still being distributed on a wide scale. Requests have been received from many foreign countries for copies. A number of surveys were revised during the year to bring the information up to date.

MEETINGS

Meetings of the Advisory Committee to the Research Council were attended by the Director, also meetings of the Handcraft Committee.

Two meetings were held by the Industrial Development Board during 1953 in the cities of Edmonton and Medicine Hat. At both points the Board members were taken on an industrial tour of the city, in order that they would acquaint themselves with some of the industries in Alberta. Several resolutions resulting from these meetings have been presented for consideration which should help to further stimulate development.

INDUSTRIAL PROMOTION

Many visitors from Europe visited Alberta during the year, and enquiries are being received from all parts of the world. West German industrialists are very active in establishing branch plants in Canada, and several have expressed their desire to locate in Alberta. Unfortunately the West German Government will not allow the export of dollars for the establishment of branch plants in Canada, and many of these German companies, although well financed in Europe have experienced difficulties in raising the required capital in this country. Similar conditions apply to Holland, Sweden, and other soft currency countries in Western Europe. Her Majesty's United Kingdom Government authorized a higher number of applications for the export of dollars during 1953 than had been made since the war. This resulted in the Anglo-Iranian Oil Company taking an active part in our oil industry. Several applications are now before the Bank of England for dollars to locate branch plants in this Province.

The Department did not have a booth at the 1953 Canadian International Trade Fair in Toronto, but the Fair was attended by the Director; and industrialists, financial houses, were contacted in Toronto and area, Montreal, Chicago, at the time of the spring fair.

In October the Director visited the west coast, contacting industries in Vancouver, Seattle, Tacoma and Spokane, and through the courtesy of an American Broadcasting Company, had the privilege of giving a fifteen minute talk on industrial development in Alberta, over a network of stations.

Our seven cities and the town of Camrose have shared with the Provincial Government, on a joint advertisement in some of our financial papers. This system has helped the cities in reducing their cost of advertising and still receiving the benefits of wide circulation.

OTHER ACTIVITIES

The meetings of the Board of Trade and Chambers of Commerce at various centres have been attended by members of the Branch, and visitors to Alberta have been assisted in every way possible. Service is also extended to existing industries and plants under construction, and the assistance rendered to these firms has been appreciated as expressed from correspondence received by the Department.

NEW INDUSTRIES (APPENDIX I)

1953

<u>Company</u>	<u>Location</u>	<u>Type of Manufacturing</u>	<u>Cost</u>	<u>Comments</u>
Auto Lite Co. Ltd.	Calgary	Batteries and Automobile Electrical Equipment	\$ 300,000 est.	Purchased 3.5 acres
Building Products Ltd.	Edmonton Area (Strathcona Mun. District)	Paper mill (Building Paper, etc.)	\$ 1,500,000	Plant under construction
Canadian Propane Ltd.	Ponoka	Gas Distribution	\$ 60,000	Plant completed
Continental Can Ltd.	Calgary	Paper containers	\$ 1,000,000	Purchased 20 acres - Plant under construction
Coleman Collieries Ltd.	Coleman	Briquettes	\$ 500,000	Plant under construction
Canada Metals Ltd.	Calgary	Lead Processing	\$ 100,000	Plant side purchased (2 acres)
Hilton Paper Box Co. Ltd.	Calgary	Paper Products	\$ 1,100,000	Plant under construction
Imperial Oil Ltd.	Edmonton Area (Strathcona Mun. District)	Lubricating Oils	\$ 10,000,000	Construction to start in spring
John Wood Co. Ltd.	Edmonton	Oil Tanks, Water Heaters and Milk Cans	\$ 300,000	Plant under construction (23,000 sq. ft.)
McGavin's Ltd.	Grande Prairie	Bakery Products	\$ 120,000	Plant completed
Oil Equipment Mfg. Co.	Edmonton	Oil Equipment	\$ 125,000	New Plant completed
Products Tank Co.	Edmonton Area (Strathcona Mun. District)	Railway Tank Car Repair	\$ 200,000	Plant under construction
Precast Cement Co.	Edmonton	Cement Products	\$ 200,000	Plant under construction
			<u>\$ 15,505,000</u>	

<u>Company</u>	<u>Location</u>	<u>Type of Manufacturing</u>	<u>Cost</u>	<u>Comments</u>
Roadway Industries Ltd.	Edmonton	Brought forward ---- Highway Transport Equipment	\$ 15,505,000 \$ 45,000	New plant under construction
Texaco Exploration Co.	Bonnie Glen	Propane, Butane and Natural Gasoline	\$ 4,000,000	Plant under construction
Western Cabinet Mfg. Co. Ltd.	Edmonton	Furniture, etc.	\$ 175,000	Factory and warehouse under construction
Willard Battery Co. Ltd.	Calgary	Storage Batteries	\$ 325,000	Plant under construction.
Ytong Manufacturing Ltd.	Calgary	Lightweight Stone Building Material	\$ 550,000	Plant site under option
		Total -----	<u>\$ 20,600,000</u>	

EXTENSIONS TO PLANTS AND WAREHOUSES - NEW WAREHOUSES AND MISCELLANEOUS BUSINESSES (APPENDIX II)

1953

<u>Company</u>	<u>Location</u>	<u>Type of Business</u>	<u>Cost</u>	<u>Comments</u>
Alexandra Brick & Tile Co.	Edmonton Area (Cannell)	Clay Products	\$ 500,000	New Building and Renovations.
Atlas Steele Co. Ltd.	Edmonton	Steel Products	\$ 150,000	New Warehouse
Building Products Ltd.	Edmonton Area (Strathcona Mun. District)	Roofing Materials	\$ 105,000	Extension to plant - Completed
British American Paint Co. Ltd.	Edmonton	Paint	\$ 140,000	Purchased Building
Bate & Alberta Drug Co. Ltd.	Edmonton	Medical Supplies	\$ 100,000	Under construction
Borger Bros. & Co. Ltd.	Edmonton	General Contractors	\$ 60,000	Machine shop, Warehouse and Office under construction
Chrysler Motor Car Ltd.	Red Deer	Automotive	\$ 500,000	Parts Warehouse - under construction
Canadian Industries Ltd.	Edmonton (Strathcona Mun. District)	Polythene	\$ 1,000,000	Addition to plant
Canadian Meter Co. Ltd.	Edmonton	Meters	\$ 38,000	New warehouse completed
Canadian Freightways Ltd.	Edmonton	Freight Transport	\$ 80,000	Warehouse under con- struction
Congdon Van & Storage Co.	Edmonton	Freight Transport	\$ 40,000	Warehouse under con- struction
			<u>\$ 2,713,000</u>	

<u>Company</u>	<u>Location</u>	<u>Type of Business</u>	<u>Cost</u>	<u>Comments</u>
Cassidy's Ltd.	Edmonton	Brought forward ---	\$ 2,713,000	
Dunlop Tire & Rubber Co. Ltd.	Edmonton	Glassware, china, etc.	\$ 420,000 app.	Warehouse-land purchased
Dunlop Tire & Rubber Co. Ltd.	Calgary	Rubber Products	\$ 100,000	Warehouse completed
		Rubber Products	\$ 150,000	Office and Warehouse construction to start in the spring.
Dairy Supply Ltd.	Edmonton	Dairy Equipment	\$ 100,000	Warehouse under construction
Eaton T. Co.	Lethbridge	Department Store	\$ 2,000,000	New store - under construction
Fruehauf Trailer Co. Ltd.	Edmonton	Highway Transport Equipment	\$ 200,000	Repair and Assembly plant under construction
Firestone Tire & Rubber Co. Ltd.	Edmonton	Rubber Products	\$ 90,000	Addition to present building under construction.
Franklin Supply Co.	Edmonton	Oil Equipment	\$ 50,000	Warehouse & Office completed
Fry-Cadbury Ltd.	Red Deer	Confectionery	\$ 75,000 est.	New warehouse - under construction
General Motors Corp. Ltd.	Edmonton	Automotive	\$ 800,000	Parts Warehouse - under construction
Gutta Percha Rubber Co. Ltd.	Edmonton	Rubber Products	\$ 125,000	New warehouse and sales building - Site purchased Construction to start in the spring.
Hudson Paper Co.	Calgary	Paper Products	\$ 100,000	New warehouse 15,000 sq. ft.
Halliburton Oil Well Cementing Co.	Edmonton	Oil field Servicing	\$ 250,000	New building completed
			<u>\$ 7,173,000</u>	

<u>Company</u>	<u>Location</u>	<u>Type of Business</u>	<u>Cost</u>	<u>Comments</u>
		Brought forward-----	\$ 7,173,000	
Imperial Bank of Canada	Edmonton	Financial	\$ 1,000,000	Additional to Main Branch Building.
Imperial Oil Ltd.	Edmonton	Petroleum	\$ 105,000	Three new warehouses completed
Jefferies & Sons Ltd.	Calgary	Light Aggregate Blocks	\$ 40,000	Plant under construction
John Deere Ltd.	Edmonton	Agricultural Implements	\$ 550,000	New office and warehouse bldg. under construction
Lucey Export Co. Ltd.	Edmonton	Industrial Equipment	\$ 50,000	Addition to warehouse - Under construction.
Loveseth Ltd.	Edmonton	Automotive	\$ 450,000	New building - under construction
Latta Alex Ltd.	Edmonton	Welding Supplies, etc.	\$ 35,000	Warehouse completed
Medicine Hat Brick & Tile Ltd.	Medicine Hat	Clay Products	\$ 400,000	Renovations to present bldgs. under construction.
McColl Frontenac Oil. Co. Ltd.	Edmonton Area (Strathcona Mun. District)	Petroleum Products	\$ 4,000,000	Addition to Refinery - Construction to start in the spring
Metals Ltd.	Edmonton	Steel Products	\$ 600,000	New Warehouse - under construction
McLennan, McFeeley & Prior	Edmonton	Steel Products	\$ 100,000	New Warehouse - under construction
MacCosham Ltd.	Edmonton	Cartage & Storage	\$ 400,000	Warehouse under construction
Mid Continent Supply Co.	Edmonton	Oil Well Supplies	\$ 95,000	Warehouse completed
			<u>\$ 14,998,000</u>	

<u>Company</u>	<u>Location</u>	<u>Type of Business</u>	<u>Cost</u>	<u>Comments</u>
		Brought forward r----	\$ 14,998,000	
Machinery & Construction Co.	Edmonton	Contractors	\$ 36,000	Warehouse completed
Neon-Zeon Products	Calgary	Neon Products - signs	\$ 271,000	New Building & expansion
Northern Engineering & Equipment Co.	Edmonton	Industrial Equipment	\$ 35,000	Warehouse expansion
Pratts Bottling Works	Town of Peace River	Carbonated Beverages	\$ 30,000	Addition to Plant - completed
Precision Machine & Foundry	Edmonton	Machine Shop	\$ 150,000	Under construction
Regent Drilling Co. Ltd.	Edmonton	Oil Field Service	\$ 150,000	New office and warehouse completed
Reynolds Motors Ltd.	Wetaskiwin	Automotive	\$ 300,000	Garage and showroom - completed.
Soo Freight Lines Ltd.	Edmonton	Freight Transport	\$ 50,000	Warehouse completed.
Sidney Roofing & Paper Co. Ltd.	Lloydminster	Roofing Materials	\$ 700,000	Addition to plant - under construction
Silverwoods Dairy Ltd.	Edmonton	Dairy Products	\$ 250,000	Addition to plant - under construction
Smith-Connors Diamond Drilling Co.	Red Deer	Drilling Supplies	\$ 50,000	New building - completed
Sterling Furniture Co.	Edmonton	Furniture	\$ 60,000	Warehouse under construction
Taylor-Pearson Ltd.	Edmonton	Machine Shop	\$ 100,000	New building - construction to start in spring.
			<u>\$ 17,180,000</u>	

<u>Company</u>	<u>Location</u>	<u>Type of Business</u>	<u>Cost</u>	<u>Comments</u>
		Brought forward ---	\$ 17,180,000	
Woodland Dairy Ltd.	Edmonton	Dairy Products	\$ 275,000	New processing plant - under construction
Western Grocers Ltd.	Edmonton	Wholesale Grocers	\$ 625,000	Addition to present warehouse - under construction
Western Supplies Ltd.	Red Deer	Plumbing Supplies	\$ 70,000	New warehouse - under construction
Zeidler W. R. Ltd.	Edmonton	Wooden Sash & Door	\$ 180,000	New Building - under construction.
		Total -----	\$ 18,330,000	

IMMIGRATION BRANCH

A forecast was made in the Annual Report for 1952 that 1953 would see an even greater influx of selected immigrants to Alberta. The Immigration Branch is pleased to report that the number of immigrants who came to Alberta under the auspices of the Provincial Government surpassed even the peak year of 1952. The number of applications received by Alberta House in London, England, also showed a substantial increase over the previous year. Alberta has now moved into third place among the provinces in assimilating immigrants, following only Ontario and Quebec.

The fact that an increasing number of immigrants chose Alberta as their ultimate destination is an indication that the Province is maintaining its prestige as one of the brighter spots in this country's economy. Publicity given the Province by its development of primary and secondary industries, promotion of its tourist attractions and its representation by Alberta House, have all contributed to the influx of people to this area intent on permanent establishment within our borders.

In establishing immigrants in the Province, the Immigration Branch dealt with the usual problems associated with settlement, employment, housing, financial arrangements, welfare, transportation and many other factors involved in immigration work. Considering the variety of occupational categories, financial circumstances and the various types of persons coming to Alberta, the Immigration Branch was most successful in being equal to all problems requiring solution. Failures in establishment of people coming to Alberta under Provincial auspices were practically nil.

APPLICATIONS AND STATISTICS

The number of applications received by Alberta House in 1953 and screened jointly by Alberta House and the Immigration Branch totalled 1,520. This figure is an increase of 71 over the number received in 1952 and 519 over the 1951 figure. The applications received in 1953 involved 657 single persons, 1,710 married persons and 1,216 children for a total of 3,853, an increase of 91 over 1952. Funds available for transfer from the United Kingdom to Alberta to effect settlement of the 1953 applicants amounted to the equivalent of \$2,096,638 an increase of \$180,960 over 1952. The number of applications received has shown a steady annual increase since the Provincial Immigration Programme was launched in 1948, indicating that interest has not only been maintained concerning settlement in Alberta but has been on the increase with no indication for any levelling-off in the number of applications received or in rate of influx of British immigrants to Alberta.

The known number of departures from the United Kingdom to Alberta in 1953 totals 3,683, an increase of 363 over 1952. A break-down of the departures from the U. K. to Alberta by months follows:-

January	143	July	321
February	171	August	302
March	325	September	247
April	522	October	311
May	576	November	163
June	501	December	101

It is impossible to compile completely accurate figures concerning total immigration to Alberta or to any province as many immigrants to Canada join in the usual inter-provincial migrations depending on seasonal work or special projects. An unofficial estimate of the number of immigrants of all nationalities who came to Alberta during 1953 totals 15,000.

Actual placement of British immigrants in employment and accommodation by the Head Office of the Immigration Branch totalled 663. Placement of British immigrants from Red Deer south to the United States border were arranged by the Southern Area Office in Calgary.

In addition to those immigrants who came to Alberta through the auspices of the Provincial Government, the Immigration Bureau dealt with many who came through other agencies. Immigrants from 26 different countries called upon the Immigration Branch for assistance and 168 successful placements were made in this category.

Countries of origin from which immigrants came to Alberta and called upon the Immigration Branch for assistance follows:-

Argentina	Holland	Russia
Australia	Hungary	Scotland
Austria	Iraq	South Africa
British Guiana	Ireland	Switzerland
Canada	Israel	Ukraine
China	Lebanon	United States
England	New Zealand	Uruguay
France	Norway	Wales
Germany	Poland	

Correspondence with prospective immigrants all over the world totalled 4,631, which figure does not include the distribution of informative material supplied by the Publicity Bureau.

To give some indication of the variety of occupational categories of applicants for admission to Alberta, a break-down of the 1,520 applications follows:-

Occupations of Applicants

Accountants	25
Aircraft Mechanics	8
Architects	6
Bacteriologists	1
Blacksmiths	5
Bricklayers	22
Butchers	7
Cabinet Makers	5
Carpenters	41
Chemists	20
Clergymen	2
Clerical	236
Commercial Artists	2
Cooks	11
Dental Mechanics	2
Doctors	31
Domestics	17
Draughtsmen	24
Electricians	21
<u>Engineers</u>	
Chemical	9
Civil	14
Constructional	3
Electrical	7
Mechanical	11
Mining	3
Sanitary	6
Telephone	4
Farm Workers	50
Foundry Workers	12
Geologists	8

Glaziers	1
Instrument Mechanics	4
Journalists	4
Laboratory Technicians	7
Lawyers	3
Laborers	406
Machinists	29
Mechanics	49
Miners	16
Musicians	2
Nurses	48
Oil Technicians	22
Painters-Decorators	24
Photographers	6
Physiotherapists	9
Plasterers	4
Plumbers	15
Police	44
Printers	11
Projectionists	1
Radiologists	1
Radio-Radar Mechanics	3
Sheet Metal Workers	12
Steel Workers	20
Stenographers	51
Stonemasons	1
Surveyors	7
Tailors	2
Teachers	66
Telephonists	5
Upholsterers	1
Welders	33

SURVEYS AND REPRESENTATIONS

To keep Alberta House informed of employment and accommodation conditions throughout the Province, several surveys were made centering in the Edmonton, Calgary, Lethbridge, Red Deer and Grande Prairie areas.

In September, a comprehensive survey was made with particular reference to the number of British immigrants which could be assimilated into the Province during 1954. An estimate was made of the number of immigrants which could be absorbed into the economy of the Province in each category of labour.

In June the Immigration Branch was represented in a Federal-Provincial meeting on immigration matters in Ottawa. Representatives from the three Prairie Provinces discussed immigration problems with the Federal Department of Citizenship and Immigration, the Department of Labour, and the Department of Trade and Commerce.

The Immigration Branch continued to maintain close contact with representatives in the Province of the Federal Department of Citizenship and Immigration as well as with the colonization departments of transportation companies, the National Employment Service, personnel managers of all major firms, professional organizations, all Government Departments and with agencies concerned with immigration matters.

SELECTION AND SCREENING

Alberta's industrial expansion and increased production in 1953 were responsible for the increase in the Province's absorptive capacity as far as population was concerned. Placements in employment during the first nine months presented little or no difficulty, but during the last three months of the year the usual seasonal lay-offs necessitated considerable effort in the successful placement of immigrants who called upon the Immigration Branch for assistance. The influx of immigrants to Alberta under Provincial auspices was curtailed after the first of October except for dependents of persons

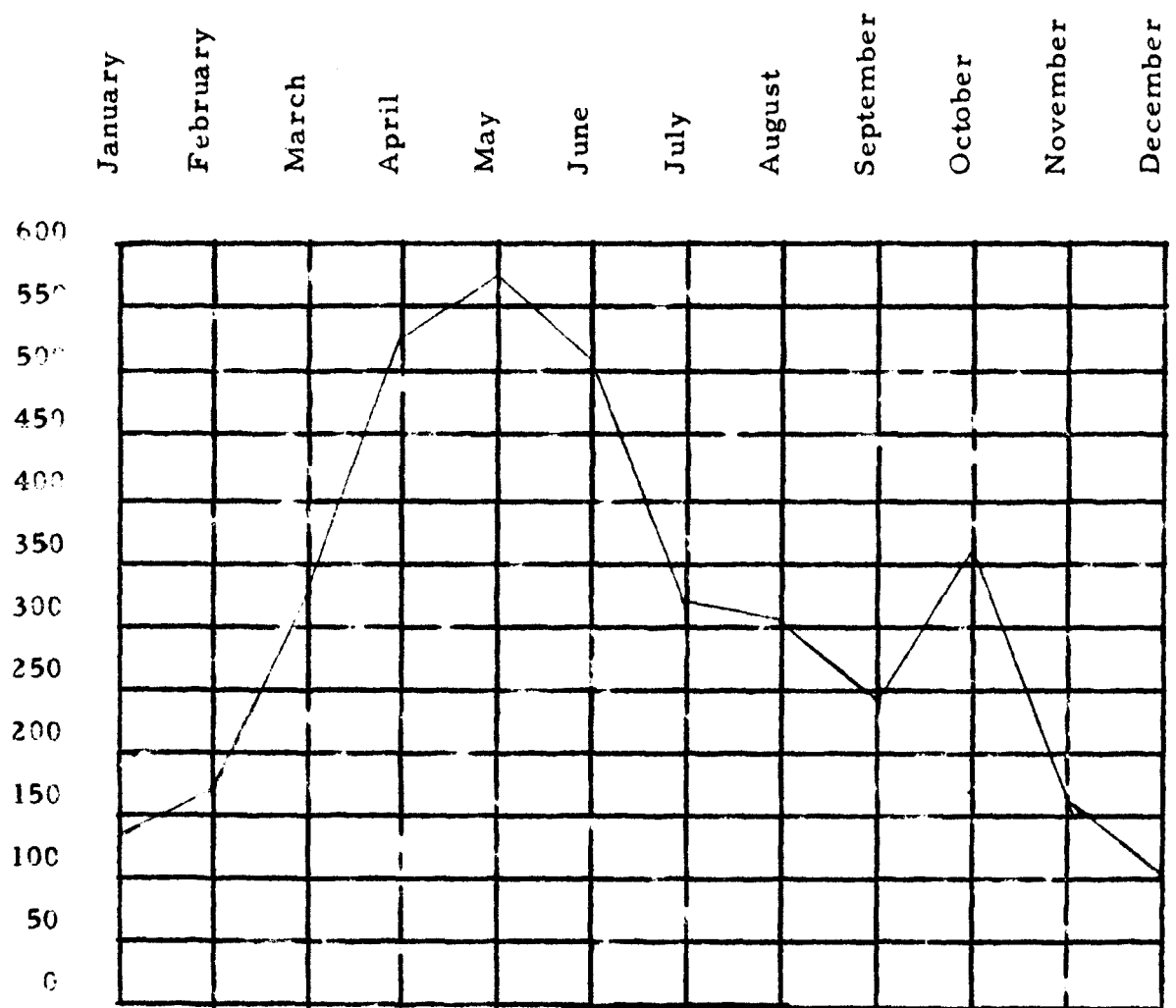
already established and immigrants fully sponsored. Settlement problems during late fall and early winter months were presented by those who came to the Province under auspices other than those of the Provincial Government.

Immigration through Alberta House remained highly selective during the year despite the advocacy of uncontrolled immigration by agencies not acquainted with the problems and hazards associated with immigrant settlement.

Employment conditions during the late months of 1953 justified the caution, selection and screening exercised by Alberta House and the Immigration Branch. It is significant that at the year's end, of the thousands of unemployed due to seasonal lay-offs and other causes, the number of immigrants who came to Alberta under the auspices of the Provincial Government in the unemployed list was negligible.

Appended is a graph indicating the monthly influx of immigrants who came to this Province under Provincial auspices in 1953. A notable feature is the high rate of influx during the employment expansion months of April, May and June and the falling off of immigration during the fall and winter months. These varying rates of influx to meet labour demand and supply illustrates graphically what is meant by controlled immigration. Between October and March the greater portion of the immigrants to Alberta are dependents and sponsored individuals.

Since the methods of selection, screening and control have proved so satisfactory during the past years, the same policy will be maintained in 1954. There is every indication that some adjustments will be necessary during the coming year to maintain a practical and workable balance between the demand and supply of labour in a number of categories.



Monthly influx of immigrants to Alberta under Provincial auspices in 1953, illustrating controlled immigration in accordance with expansion and contraction of labour demand.

PUBLICITY BUREAU

The Publicity Bureau continued to promote the economic, industrial and scenic attributes of Alberta, through the distribution of booklets, the preparation of feature articles for newspapers and magazines, and the use of displays and other publicity media.

During the year the Bureau published 259,275 booklets relative to Alberta and distributed a huge volume of tourist and informational material. Requests for literature during the year were very numerous, with a definite increase in interest being shown in winter sports facilities.

CLIPPING SERVICE

The service is very much in demand. All Departments share in the clipping coverage given to Alberta activities in weekly and daily newspapers - trade publications and magazines within our borders, in Canada, the United States and throughout the world.

From approximately 100 periodicals, the Clipping Service compiles reference files on as many as 680 subjects of interest to the Government and the public. Each week the clippings are circulated to the offices of the Ministers and officials directly concerned, and are then returned to the master files.

During the year 1953, it is estimated that 35,000 items were clipped, classified and catalogued. As the work of this service becomes better known, increasing use is made of its files by agencies outside the Government.

In addition to the files maintained in the offices of the Clipping Service, information is also compiled for the following: Alberta House, London, England; Provincial Mental Hospital, Ponoka; Alberta Safety Council; The Provincial Statistician; The Southern Area Supervisor; and the Special Counsel at Ottawa.

INFORMATION SERVICES

The information supplement was issued regularly during the year to the 61 Members of the Legislative Assembly, 17 MP's, 15 Deputy Ministers and 13 correspondents in widely separated parts of the world and to others who requested it.

A marked increase in correspondence was dealt with last year and outside of Canada, the greatest volume of enquiries came from England, Australia, New Zealand and the United States.

TECHNICAL PUBLICATIONS

Technical articles on Alberta's natural resources and their development were prepared for leading business and industrial magazines and newspapers during 1953, with special emphasis on Alberta's oil and chemical industry.

INDUSTRIAL ADVERTISING

Alberta's industrial opportunities still provide the theme for our industrial advertising campaign. Members of the Industrial Development Board have approved the idea of running co-operative advertising in special edition features of the Financial Post. This method is proving most effective and industrial enquiries continue at a steady rate.

The Department's Advisory Committee continues to review all large scale advertising programs and considers new publications from time to time.

An up-to-date mailing list of the names of nearly 3,000 executives, business men and industrial leaders is handled for the Industrial Development Branch. New Alberta literature is mailed frequently to this list as well as regular issues of "Within Our Borders" and "The Alberta Newsletter".

INDUSTRIAL SIGNS

With the co-operation of the Department of Highways, three new signs were erected in 1953. In April, a new sign at the site of Frank slide was erected to replace a sign which had been up for many years. Later in the year, signs were erected at Lloydminster and at Camrose. They dealt with the history of the early settlers and the present economic development of these towns.

TOURIST PROMOTION AND ADVERTISING

Planned advertising, publicity and travel promotion did much to increase the movement of tourists to Alberta in 1953.

The chief travel promotion activity was the installation of two distinctive signs in the United States. The first sign was erected on Highway 95, just south of the junction of No. 2, in the vicinity of Bonner's Ferry, Idaho. The other sign was erected at St. Mary Junction in St. Mary, Montana, on the south side of a cabin provided by Mr. Hugh Black in a friendly gesture to a neighbouring province. It is hoped that additional signs will be erected in 1954.

Advertising expenditures increased with the inclusion of additional media while tourist publicity was assisted by the use of colorful posters and calendars.

Special promotions during 1953 took the form of travel shows and bill boards in the United States. A special display was prepared for the Sportsmen's Show in Toronto. It was designed in the form of a western theatre and its purpose was to show Alberta movies. The display was very well attended.

The Province participated with the Pacific Northwest Travel Association in attending travel shows in four large American centres ... San Francisco, Los Angeles, Minneapolis and Chicago. A monthly publication on P. N. T. A. activities is written and distributed by the Publicity Bureau.

Five thousand summer posters were produced in 1952 and distribution completed this year. Five thousand winter wonderland posters were completed in 1952 and the last of these are now being mailed across the country.

Five thousand special six-page calendars were produced in 1953, and distributed widely in Canada, United States and Europe. Under a special arrangement for 1954, six Alberta Kodachromes will be used to illustrate this special promotional effort. Advertising copy is divided between travel and industrial development.

Some progress is being made in an effort to establish historic signs throughout the Province. Locations are selected during the fall, the signs prepared in the winter and erected in the spring by the Department of Highways. Of special interest this year was the erection of a new sign commemorating the Frank Slide. Another sign is scheduled to be erected near the site of Fort Whoop-Up on the highway just west of Lethbridge. This sign will be erected next year on completion of the road turn-off.

ADDITIONAL TRAVEL AND PUBLICITY

Radio was used extensively in Alberta to promote tourist courtesy. While this campaign is no longer sponsored by the Canadian Tourist Association, it was thought worthwhile to continue with this sort of promotional effort in Alberta.

A new United States radio campaign commenced in the Pacific Northwest on November 16th. Divided into four phases it will feature "Winter Sports in a Winter Wonderland," "Spring Skiing in the Canadian Rockies", "Spring and Summer Vacations" and "Autumn Holidays in Alberta".

EXHIBITS AND DISPLAYS

The small travelling display was re-designed and a special feature display prepared for the Canadian Tourist Association convention at Vancouver.

The Publicity Bureau continued to place displays in the show case in the rotunda of the Legislative Buildings. Miss Lillian Clapp of the Photographic Branch is responsible for preparing and arranging the displays. Government services are the main topics while support is given to worthwhile public service projects, such as Forest Fire Prevention, Tourist Courtesy and Traffic Safety.

DEPARTMENTAL ADVERTISING

Every effort is being made to provide all Departments of the Government with the advertising and promotional services of the Publicity Bureau.

All Provincial Government legal advertising is now directed through the Publicity Bureau. Departments originate the copy and pass it on to the bureau where dummy sheets, copy, publication dates, tear sheets, rates and invoices are checked, approved, and passed for payment.

Many Departments of the Government run special advertising campaigns. During 1953, material was prepared and inserted for the Departments of Agriculture, Economic Affairs, Education, Health, Mines and Minerals, Lands and Forests, and the Provincial Secretary. Special attention is paid to the annual campaign of the Provincial Treasury Branches. Government Services are featured in a special campaign directed through the weekly newspapers.

The 1954 Government office calendars were produced again by this Bureau. Distribution amounted to 2,000 jumbo-type (12 months to a page) to all Government offices. Provincial Treasury Branches received 2,000 jumbos and 2,000 miniatures.

MASTER FARM FAMILY AWARDS

One of the major fall activities is the interviewing and reporting of the Master Farm Family Awards. All award winners were interviewed, stories prepared, captions for pictures written and a total of 150 releases of these stories were made. The resultant publicity amounted to nearly 1,200 lines and between 50 and 60 illustrations. All Provincial newspapers and radio stations are keenly interested in this program and offer their full co-operation.

ALBERTA LITERATURE

The Publicity bureau published 259,275 booklets on fifteen topics relative to Alberta in 1953. We received individual requests from nearly 5,000 individuals and distributed 14,865 pieces of literature. The Publicity Bureau also handles the preparation of envelopes and mailing of the regular issues of "Within Our Borders", "The Industrial Newsletter", "Pacific Northwest Travel Association Bulletin" and any new Government publications released throughout the year.

The following is a list of current publications, folders, pamphlets and posters, designed, written or re-written, published and distributed.

Within Our Borders

Within Our Borders continued to be produced twice-monthly during the year with the circulation remaining generally the same as in 1952.

Public interest in this magazine continues to be enthusiastic, as shown by the hundreds of complimentary letters received during the year. To many

readers living in the outlying areas of the Province, Within Our Borders is the only regular, personal contact with the Alberta Government and its activities.

Space devoted in Within Our Borders to the activities of the Departments of Government has been tabulated and shows that the Department of Industries and Labour received the greatest portion of space during the 12 months ending January 1st, 1954. The Department of Lands and Forests was second in space allotted, and the Department of Education third.

Following is a summary of the space provided each Department:

Industries and Labour	256 1/2 inches
Lands and Forests	253 3/4
Education	237
Agriculture	180 3/4
Economic Affairs	165
Health	126 1/4
Provincial Secretary	95
Highways	75
Welfare	69 1/4
Mines and Minerals	62 1/2
Attorney-General	59
Provincial Treasurer	52 3/4
Civil Defence	48
Alberta Government Telephones	17
Municipal Affairs	15 1/4

An Economic View of Alberta

This new booklet is a re-print from an article in the November, 1953, issue of the Canadian Geographical Society. The booklet deals with Alberta's economic and industrial development, providing full statistics and informative illustrations.

Alberta Coals - What You Should Know About Them

Designed to give dealers or consumers of coal and briquettes a brief outline of Alberta Coals. The booklet was prepared by the Research Council of Alberta in collaboration with officials of the Dominion Coal Board. The Fuels Division, Department of Mines and Technical Surveys, Ottawa and the Department of Mines and Minerals, Edmonton.

Alberta Newsletter

Issued quarterly, it features industrial development and opportunities in Alberta cities and towns.

Alberta At a Glance

Perhaps the most widely distributed of all Alberta literature, this little folder is brought up-to-date each year. It contains pertinent information about the Province as well as the annual road map.

Industrial Map

This map is still widely circulated to industrialists and business leaders throughout the world. A new map will be printed this year.

Summer Poster

The Travel Bureau will use up all available copies of this poster to promote 1954 vacations. A new poster will be designed and printed this year.

Winter Booklet

All available copies of this booklet have now been distributed. A new booklet will be prepared this year.

Winter Poster

Ski resorts, clubs, universities, travel bureaus and shops in Canada and the United States are displaying the Alberta "Winter Wonderland" poster. A new poster will be designed and printed this year.

Government Services Guide

A booklet prepared as a guide to the administration and services of the Provincial Government.

Historic Sites of The Province of Alberta

Compiled and written by Hugh Dempsey of the Publicity Bureau, this booklet deals with the history of early Alberta and the historic sites created.

MISCELLANEOUS

Several other mailing pieces are distributed throughout the year. Much valuable information is contained in mimeograph and printed reports on industry, Alberta oil, forestry, irrigation, gasoline prices, the Peace River district and Alberta pottery.

Throughout the year, 47 press news releases were made up and distributed to all weekly and daily newspapers and to all Alberta radio stations.

PUBLICITY

The social, economic and industrial growth of the Province of Alberta continued to receive favourable play in newspapers, magazines and other publications throughout the world.

The Publicity Bureau staff always provide full assistance to visiting writers and photographers on an Alberta assignment.

STAFF CHANGES

Several staff changes took place in 1953. Art McKim left the Government service to obtain other employment. His work has now been taken over by Alastair Jones, who will also assist in the machine room. Two publicity staff members retired in June - Mrs. Scott Hastie of the Clipping Service and Mr. Bert Nichols of Information Services. Mr. George Hiles took over in the Clipping Service and Mr. Robert Cantelon returned from Rental Control. Miss Marion Tweedy has been transferred to the Land Titles Office and just before Christmas, Mrs. Jean Watson left to return to her home in Revelstoke, B. C. Her stenographic work has been taken over by Mrs. Olga Tymchuk, and she will be assisted by Miss Anne Bodnarchuk, who was transferred from the Film and Photographic Branch.

SUMMARY

Provincial government departments can expect a complete and continuing advertising and publicity service from the Publicity Bureau.

Industrial development advertising on a co-operative basis is gathering momentum. It provides effective assistance to all cities and towns on an economical basis by exploiting the large readership offered by special issues of leading business newspapers and magazines.

The Alberta tourist industry will be aided by a new advertising program for 1954, which will feature in newspaper advertisements and radio announcements the advantages of spring, summer or autumn vacations in Alberta, the Princess Province.

* * * * *

PUBLIC RELATIONS OFFICE

The year 1953 was a busy and interesting one for the Public Relations Office of the Department of Economic Affairs. During the past year there were seven large conventions of international scope held in the Province, nine conventions of a national nature, and nine which were western Canadian in aspect.

At the above conventions this Branch was represented either personally or by distribution of literature or by assisting in the arrangements of the various convention committees. With the increase of suitable hotel accommodation in the Province it is more than likely there will be a corresponding increase in the number of important conventions and meetings scheduled for Alberta. This is encouraging inasmuch as conventions are recognized as being highly important from an economic point of view.

In addition to the foregoing, this office has made arrangements for fifteen dinners and luncheons for various organizations and officials visiting this Province. At various conventions and meetings there have been an aggregate attendance of approximately 10,000 people.

During the past year the Province has been visited by a large number of officials and dignitaries from other countries and the arrangements for their visits have been handled by this office, such as the visit of a group of travel editors from the U.S., the Irish Football team, Lord and Lady Nye and several visitors from the German Consulate.

This office has been responsible for speaking assignments at conventions and meetings and also for several film showings particularly in the city of Edmonton. The coming year will be particularly busy in the visitor industry which has a very definite bearing on the activities of the public relations office. There are several conventions already arranged for with an anticipated registration of a thousand or more people per convention, and it is only reasonable to suppose that the number of smaller meetings and conventions will be increased accordingly.

* * * * *

RENTAL CONTROL BOARD

The year under review witnessed a noticeable decline in the number of private dwellings and other residential accommodations remaining under the jurisdiction of the Rental Control Board. There was, however, a decided increase in the number of inquiries made by tenants, and landlords as well, who were not protected by the provisions of the Rental Control Act.

Every effort has been made at all times by Board members and the staff to try to solve the rental problems of all parties not covered by the Act and to direct them along lines of established procedure. Keen appreciation of the assistance given in this phase of the Board's work has frequently been expressed both by landlords and tenants.

The Board had a most successful year in 1953 in dealing with the many cases before its members. All cases handled with the dignity of full court procedure with both tenants and landlords usually being represented by legal counsel. Every effort is made to bring both parties together so that an amicable settlement might be arranged. When this is not possible the Board makes its decision and in most cases such decision has been favorable.

received by both sides to the dispute.

From time to time it is necessary for a single Board member to adjudicate on rental cases but in all possession cases, either for the owner's own occupancy or to dispossess an obnoxious tenant, at least two members of the Board attend the hearings with the evidence taken under oath. This procedure has been found most practical and effective to all concerned giving the parties the advantage of a fuller hearing.

Appended to this report is a statistical record of all the activities of the Board during 1953, which can be summarized as follows:

INQUIRIES

Inquiries emanating from all parts of the Province and several provinces in the Dominion totalled 19,236. This number included 6,877 personal interviews, 11,021 telephone inquiries and 1,338 letters requesting general information concerning rental problems. Outgoing mail totalled 2,746.

APPRAISALS AND INSPECTIONS

Appraisers working from the Edmonton and Calgary offices travelled 4,328 miles to evaluate 291 properties.

AGREEMENTS

While it is not possible to estimate the total number of agreements reached between landlords and tenants, 569 agreements were filed with the Board as a result of consultation with Board members and the staff in both offices.

APPLICATIONS FOR HEARINGS

A total of 459 applications were filed with the Board for hearings. Landlords requested 445 of these while 14 were requested by tenants. Following consultations with the Board, 85 of these cases were withdrawn having been successfully arbitrated prior to the hearing date.

HEARINGS HELD

The majority of hearings held were for rental adjustments, these totalled 310 while applications for possession numbered 125.

DISPOSITIONS OF CASES

Successful arbitrations were arranged in 89 cases; certificates authorizing landlords to take proceedings for possession of accommodation numbered 34; applications for certificates were disallowed in 38 cases. In rental applications increases were allowed in 203 cases; one decrease was authorized and in 36 hearings no change was made in the existing rental.

Twenty-one applications were carried forward at the end of the year.

CONTACTS

A grand total of 23,740 contacts were made with all sources during 1953.

VENUE OF HEARINGS

While most of the hearings were held in Edmonton and Calgary, Board members held hearings in Leduc, Camrose, Medicine Hat, Lethbridge, Banff, Jasper, Wainwright, Red Deer, Acme, Vegreville, Provost, High River, Olds and Vermilion. A thorough survey of rental conditions adjacent to the Wainwright Military Camp was made.

INFORMATION

Copies of the Rental Control Act, Regulations thereto and explanatory pamphlets have been sent to all applicants, members of the legal profession as well as other provinces requesting same. Owners of Alberta properties living outside of the province have been advised as to the procedure to be followed in matters of rental control. Many letters of appreciation have been received for this service to the general public.

The Board has been impressed with the general spirit of co-operation between landlord and tenant when the full import of The Rental Control Act is explained to them. This is especially noticeable when the property has been purchased for the applicant's own occupancy. In all cases of this nature satisfactory adjudications have been made.

1953 STATISTICAL SUMMARY FOR EDMONTON AND CALGARY OFFICE

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Inquiries Handled	1536	1424	1659	1605	1671	1734	1499	1691	1684	1656	1534	1543	19236
Outgoing Mail	252	238	212	251	249	280	256	296	161	226	180	145	2746
Appraisals & Inspections	45	16	32	9	25	25	11	40	25	28	24	12	291
Agreements Filed	59	62	36	38	40	72	45	80	55	38	18	26	569
Hearings Held: (Including adjournments)													
For Possession	9	16	13	20	11	15	9	9	8	8	2	5	125
For Rental	42	22	16	24	20	26	36	37	20	28	29	10	310
Disposition:													
Successful Arbitrations	9	7	10	4	10	11	5	6	7	14	4	2	89
Certificates Granted	3	5	4	4	-	4	-	2	1	6	1	4	34
Applications for Certificates Dismissed	2	4	1	7	4	5	8	2	1	3	1	-	38
Rental Adjustments Authorized	20	16	10	14	14	12	17	29	23	24	13	11	203
Rental Adjustments Downward	-	-	-	-	-	-	-	-	-	-	1	-	1
Rentals Unchanged	-	3	-	4	5	16	-	2	1	-	2	3	36
Pending	66	40	65	50	66	68	88	63	56	29	30	21	

SOUTHERN AREA OFFICE

The year 1953 was one of steady development in the Southern Area Office. The new offices occupied towards the end of 1952 have proved adequate and convenient.

The Board Room of the Southern Area Office has been in constant use for hearings of Rental Control Board cases. In addition, it has been made available to many other Departments in the Government service for meetings when required if not in conflict with Rental Control Board meetings.

As in previous years tourist and cultural activities have been the chief occupations of the Southern Area staff during 1953 and this, coupled with the Rental Control Board work, have kept the staff of two stenographers and inspector-appraiser well occupied. More than 4,070 office interviews on all types of matters are recorded during the year including Rental Control Board. In addition to personal calls, the Rental Control records show 3,591 telephone calls from the public seeking information on various phases of Rental Control regulations.

21,606 car miles were travelled on Departmental business during the past year.

68 film showings in cities and rural areas were given during the year at which a total attendance of 2,720 was recorded.

Records of the Southern Area Office show that 3,722 pieces of outgoing mail excluding maps and publicity material for the travel bureau but including material of the Rental Control Board were dispatched during the year and 2,224 pieces of incoming mail were handled during the same period.

IMMIGRATION

The immigration story as it affects the Southern Area Office in 1953 can be shown best by the following figures:

343 applications for immigration were screened as follows:

Alberta House (approved)	222
Southern Area Office	
-Approved	49
-Rejected	25
-Conditionally Approved	42
Approved on own responsibility	5
	343

Inquiries direct from United Kingdom immigrants	14
Approved	9
Rejected	5

There were 152 recorded arrivals in the Southern Area office with 70 dependents. Of these 126 were located in Calgary and 26 at rural points. Included in this number are 17 arrivals who apparently passed through Alberta House. 76 were interviewed and assisted towards employment placement. 136 applications now pending are presumed to be scheduled for 1954 spring arrival.

CULTURAL ACTIVITIES

With the assistance of the various Artist Associations of Alberta, two art displays of 24 paintings each, were organized. One of these exhibitions was sent on a circuit of east-central Alberta points and the other on a circuit of southern Alberta points. A total of 45 towns and villages were reached by these exhibits. To stimulate interest in handicrafts, the handicraft trunk was sent through Southern Alberta for display in connection with the art display

referred to.

During the year 24 libraries were visited when advice and assistance were given and reports made of the condition of the library and the interest being shown in reading by the members. Book and magazine purchases showed a decided increase over 1952.

Film showings increased during 1953, as mentioned above. A total of 68 city and rural showings have been made during the year attended by approximately 2,720 people. It might be pointed out that in every case at least one Alberta tourist or promotional picture is shown in addition to any others on the program.

TRAVEL BUREAU

Travel literature distribution began early in the year and the Southern Area Office was again used for the distribution of maps and tourist literature. The sharp decline in the number of Provincial maps distributed was due to a shortage of them during the spring and summer months. The reprint of 60,000 maps was adequate to meet immediate requirements such as ports of entry and information bureaus, but too late to be of much service to service stations and auto courts. There appeared to be an adequate supply of other literature.

GENERAL

A new service of the Southern Area Office started late in 1953 was co-operation with the new Technical Information Service organized by the Alberta Research Council. The Southern Alberta Office has co-operated with the A. R. C. by providing office space and stenographic help where necessary. The T. I. S. representatives use the Southern Area Office as their headquarters in Calgary.

Sir Eric Machtig, G.C.M.G., K.C.B., O.B.E. was met at the airport and entertained in Calgary and Banff. Mr. J. O. Thomas of the Coppee Co. (Great Britain) was taken to the Collieries at Blairmore. Robert W. Stanton and Mr. Goldie of Group One Ltd. "Industrialists" met at airport and entertained during stay in Calgary.

Rental Control Board activities are the subject of a separate report. The following figures, however, are supplied covering Rent Control activities through the Southern Area Office:

Total personal visits	2455
Total telephone calls	3591
Outgoing mail pieces	1202
Incoming mail pieces	509
Total rental hearings	220
Hearings held in Calgary	197
Inspections and Appraisals	143
Agreements filed	358

Hearings held at following points outside Calgary:

Lethbridge	High River
Medicine Hat	Olds
Banff	Acme
Clareholm	

A total of 402 interviews relating to employment in the Government service were given on behalf of the Director of Personnel. Various investigations also were carried out at the request of Edmonton and Alberta House dealing with missing persons and estates.

* * * * *

TRAVEL BUREAUGENERAL

The 1953 season, marked by overseas competition more intensive than in any previous year, proved the value and wisdom of following a long-term policy of promotion work not only abroad but within our borders. Increased and intensified advertising brought encouraging and effective results as reflected in the number of inquiries by direct mail which, in 1952, had decreased to a post-war low but which, in 1953, increased more than 20 percent and exceeded the figure of 1951. Over-all gains were registered in the numbers of foreign cars and visitors, total expenditures, and visitors to National Parks and reserves. The Tourist Information Bureau at Fort Macleod had a record season. The total number of tourist cabins increased and their grading standards improved as did those of service stations and garages.

Where in 1952 not a single Alberta restaurant qualified for listing in the official tour book of the American Automobile Association, eleven were listed in 1953. Had it not been for the congestion due to lack of sufficient accommodation especially in the Banff region during July and August, 1953 would have been a banner year for Alberta's tourist industry in all respects.

STATISTICS

Preliminary statistics compiled by the Provincial Statistician showed that 1,405,516 visitors spent their vacations in Alberta in 1953 as compared with 1,239,150 in 1952, an increase of nearly 9 percent; that tourist expenditures totalled an estimated \$34,700,000 in 1953 as compared with \$32,033,545 in 1952, an increase of approximately 8 percent. Per capita expenditures also registered an encouraging increase.

ACCOMMODATION

Alberta's tourist camps (motels) increased from 164 with a total of 1,563 cabins in 1952 to 209 camps with 1,949 cabins in 1953. The number of cabins in each grade increased also but the most pronounced was in the Grade "A" group which totalled 764 in 1952 and 977 in 1953. Other totals for 1953 (with 1952 figures in brackets) Grade "B" 193 (139); Grade "C" 209 (175); Grade "D" 570 (485). This accommodation is exclusive of similar accommodation in the Banff, Elk Island, Jasper and Waterton Lakes National Parks which do not come under provincial jurisdiction for grading and licensing.

Although some tourist camps accommodate house trailers, the demand for trailer camps is increasing and the number with modern facilities is quite inadequate especially in the principal cities and along the approach highways to the Alaska Highway. Hotel accommodation continued to improve in standard as well as in volume, a notable addition being the establishment of a fully modern hotel at Edson, - a strategic point for tourist traffic on the Edmonton-Jasper highway.

CATERING

Encouraging improvements were achieved in the standards and quality of catering services and food during 1953 and were due, in large measure at least, to the increasing effectiveness of the annual Tourist Service Campaign conducted by the Travel Bureau through advertising and publicity in Alberta daily and weekly press and by radio. Because large numbers of motorists rely upon recommendations in the Tour Book published annually by the American Automobile Association, listings in this book are highly desirable but are based upon the maintenance of high standards and given only to restaurants that meet the requirements. In 1952 no Alberta restaurants were listed but, by the following spring eleven qualified and were listed in the 1953 edition. Nine were in Calgary, one in Banff and one in Edmonton. These listings are, of course, in addition to hotel dining rooms many of which have

been listed for several years.

ROADSIDE SERVICES

Alberta's retail fuel oil outlets continued to increase from a total of 2,953 in 1952 to 3,003 in 1953. Field supervisors of the Travel Bureau report that there has been some further improvement in the cleanliness of service station washrooms along the most travelled tourist routes and, in fairness to the operators, it should be mentioned that tourists themselves, by showing more consideration for their fellow travellers, could leave washrooms in a much more orderly condition for those who follow.

ADVERTISING

A more intensive and, therefore, more effective advertising and publicity campaign to encourage tourists to come to Alberta was conducted prior to the opening of the 1953 season and the results were immediately reflected in the larger number of inquiries and requests for literature and maps. Very moderate space was used in San Francisco, Seattle, Spokane, Des Moines, Minneapolis and Vancouver, B. C. newspapers and in farm papers in western Canada -- the latter to increase inter-provincial travel.

Ski magazines and newspapers were used to build winter sports traffic and, during the late autumn the first of a series of radio broadcasts throughout the Pacific Northwest states was started to publicize, especially, winter attractions. As the series continues, stress will be laid upon Alberta's vacation facilities in June and September, the purpose being to induce larger numbers to vacation here before and after the traffic rush period in July and August.

As in previous years, and despite the fact that the Canadian Tourist Association did not sponsor the campaign as previously, the Travel Bureau conducted a tourist service program within the province using daily and weekly newspapers and radio to impress upon the general public the importance of courtesy and high standards of service in all respects to visiting tourists.

INQUIRIES BY MAIL

Direct inquiries by mail to the Travel Bureau during 1953 totalled 13,914 as compared with 11,069 in 1952, and 13,791 in 1951. The encouraging increase was unquestionably due to the resumption of the use of coupons in advertising and to the greater amount of space used.

DISTRIBUTION OF LITERATURE

As in previous years, travel shows and information bureaus operated by Chambers of Commerce, motor associations, transportation companies and travel agencies in the United States and in other Canadian provinces, provided the major outlets for literature but other outlets included conventions, offices of Canadian consuls and trade commissioners. A total of 123,844 road maps; 78,579 Holiday Guides; 87,875 windshield stickers; 67,130 Vacation folders; and 1,280 "Fishing in Alberta" were distributed in addition to fairly large quantities of National Parks folders, maps, etc. produced by the Canadian Travel Bureau and other provincial and state governments. The Holiday Guide and road map were revised in 1953 and a reprint of "Alberta Tour" was ordered.

FOREIGN TRAVEL SERVICE

For the convenience of Alberta citizens planning trips to the United States or overseas, the Travel Bureau maintains a complete information service including data on road conditions, hotel rates, etc. and these facilities were in considerable demand during 1953 especially as they pertained to the United Kingdom, Ireland and western Europe. The Bureau receives daily, corrections on road construction and other conditions for all portions of the United States so that motorists seeking accurate routing information may select routes most

APPENDIX

EIGHTH ANNUAL REPORT
of
THE GEOGRAPHIC BOARD OF ALBERTA

Appointed by Order in Council 254-46 dated February 6, 1946, and further regulated by The Geographical Names Act, 1949.

MEMBERS
of the
GEOGRAPHIC BOARD OF ALBERTA 1953

Mr. John H. Holloway, M. Sc.
Mr. Duncan R. Innes, M. A.
Mr. Carl W. Lester, D.L.S., A.L.S., Director of Surveys.
Mrs. Edith H. Gostick, Provincial Librarian, Secretary.
Professor Morden H. Long, M.A., F.R.S.C., Chairman.

The Reports of the Board for the years 1946 to 1952 are contained in the Second to the Eighth Annual Reports of the Department of Economic Affairs of the Province of Alberta.

The Honourable A. J. Hooke,
Minister of Economic Affairs,
Edmonton, Alberta.

Dear Sir:

We beg to submit for your consideration the report of the Geographic Board of Alberta for the year 1953.

Respectfully submitted,

Edith H. Gostick,
Secretary.

Morden H. Long,
Chairman.

REPORT OF THE GEOGRAPHICAL BOARD
OF ALBERTA
FOR THE YEAR 1953

Nature of the Board's Duties

The duties of the Board were fully described in its Annual Report for the year 1951. In 1952 the Geographical Names Act was reworded by the Statutes Revision Committee but, as no material change was made, only a brief recapitulation of the Board's functions seems necessary in this report. They include the gathering, recording and collating of information regarding geographical names in Alberta; consultation with and advice to governmental departments, municipalities, railway companies, and other bodies and persons concerned with the selection of place names; and collaboration with the Canadian Board on Geographical Names with respect to the choice of new geographical names, the elimination of alternative and duplicate names, and desirable changes in the spelling of names. The following is a brief account of the Board's performance of these duties during the year 1953.

Queen Elizabeth Ranges

The single development of the year from which members of the Board derive the greatest satisfaction was the conferring of this name on the magnificent mountain peaks encircling Maligne Lake in Jasper National Park. The suggestion that this should be done was first made by Mr. Dan E. C. Campbell, Director of the Alberta Travel Bureau. In succession this proposal met with the enthusiastic approval of the Board, the Premier of Alberta, the Canadian Board on Geographical Names, the Department of Resources and Development in Ottawa, and the Dominion Cabinet, and finally Her Majesty herself graciously consented to the mountains receiving her name,

The press release which made public the naming of the Queen Elizabeth Ranges was issued by the Department of Resources and Development, Ottawa, and bore date of June 19th, 1953. It read as follows:

"The coronation of Her Majesty Queen Elizabeth II will be memorialized in the heart of Jasper National Park, Canada's largest scenic playground it was announced today by Resources Minister Winters. Mr. Winters stated that Her Majesty had been pleased to approve a proposal that mountains which practically encircle beautiful Maligne Lake, one of the most photographed bodies of water in the Rockies, be named the 'Queen Elizabeth Ranges'.

"The suggestion to name a prominent physical feature in honour of the Queen's coronation originated in Alberta and, after consideration by the Provincial Geographic Board, was submitted by Board President M. H. Long to the Canadian Board on Geographical Names. The proposed addition to the nomenclature of Jasper Park was approved by Premier E. C. Manning of Alberta and Mr. Winters, and, before final adoption, was submitted by the Governor General for the consideration of Her Majesty.

"Mr. Winters said that the beauty and serenity of Maligne Lake have been little disturbed since it was first seen by white men early in the present century when it was referred to as "a picture of indescribable beauty, perhaps unsurpassed in the entire Rockies". "Enough beauty has gone into the composition of this area", he added, "to make a dozen regions famous."

"From east to west the peaks immediately surrounding the lake are Leah and Sampson peaks and Maligne Mountain and Mount Paul on the east; at the foot of the lake are Mounts Monkhead, Warren, Brazeau, Valad, and Henry MacLeod, with Coronet, Replica and Llysyfran peaks and Mount Mary Varx a little to the west. The great masses of Mount Charlton

and Mount Unwin rise abruptly on the west shore. These ranges tower ten thousand feet or more into the cloud-flecked heavens and the whole scene makes one of those perfect pictures of Alpine grandeur -- bold rocky forms, ice and snow gleaming against a blue sky, dark forests and a sapphire blue lake -- a fitting memorial to the Queen. The Queen Elizabeth Ranges are about 32 miles from the town of Jasper and the trip to Maligne Lake may be accomplished in three-stages. A motor road of 18 miles leads to Medicine Lake which may be crossed by motorboat or skirted by trail. From the eastern end of the lake the trail follows the tumbling Maligne River to Maligne Lake."

The naming of the Queen Elizabeth Mountains received widespread comment in the Canadian press. Two examples will serve to illustrate its universally enthusiastic character.

Locally the following editorial appeared in the Edmonton Journal of July 4th, 1953.

Tribute to Her Majesty

"One of the most permanent and graceful tributes to the Queen this Coronation year in Canada is the naming of the mountains around Maligne Lake in Jasper National Park as the "Queen Elizabeth Ranges." This was originally proposed by the provincial geographic board, and has now been approved by the federal government.

"Maligne Lake, well known to many Alberta vacationists, is one of the outstanding beauty spots of the Canadian Rockies, unchanged and unspoiled by human activity. The peaks which surround it are ten thousand feet or more in height, and their white summits, contrasting with the blue of the lake and the dark forests, make an unforgettable picture. To name them after the Queen is altogether fitting."

Again, in the Canadian National Magazine for August, 1953, an illustrated article entitled "The Elizabeth Ranges", written by Robert Ayre, reads in part as follows.

"It was natural that Canada should think of mountains when she thought of honoring the Queen and commemorating the Coronation. Out of their great wealth the Canadian people could not have given their Queen a richer, a more fitting, a longer-lasting gift than a chain of mountains. And in all the Dominion they could not have found a more magnificent chain than the ranges which almost encircle Maligne Lake in the heart of Jasper National Park. This mile-high lake, 17 miles long - the largest glacial lake in the Canadian Rockies - is one of the wonders of the Western World. The mountains that encircle it tower another mile into the clear air. At least fifteen of the peaks are more than 10,000 feet in altitude and some are loftier. Tremendous masses of rock rise sheer from the forest and the water, like the sky-scraping palaces of the Olympian gods, and roofs of eternal ice crown their solemnity with glittering splendor. These are the Queen Elizabeth Ranges."

SPECIAL NAMES

As in previous years, it has been a very great pleasure to the Board to have been instrumental in 1953 in perpetuating the memory of a number of war heroes, intrepid bush pilots, pioneer citizens and public men, by naming after them various topographical features within the Province. The names so established are as follows.

3510 GROS MONT 83 I/13 ALBERTA

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
Brereton Lake	67	25/26	4

In honour of Pte. (A/Cpl.) Alexander Brereton, V. C.
Elnora, Alberta.

This lake is approximately 12 miles west of Grosmont and 20 miles north west of Athabasca on No. 2 highway.

Citation:

THE VICTORIA CROSS

BRERETON, NO. 830651, PRIVATE (ACTING CORPORAL)
ALEXANDER

Manitoba Regiment

"For most conspicuous bravery during an attack, when a line of hostile machine guns opened fire suddenly on his platoon, which was in an exposed position, and no cover available. This gallant non-commissioned officer at once appreciated the critical situation and realized that unless something was done at once the platoon would be annihilated. On his own initiative, without a moment's delay, and alone, he sprang forward and reached one of the hostile machine-gun posts, where he shot the man operating the machine gun and bayoneted the next one who attempted to operate it, whereupon nine others surrendered to him.

"Corporal Brereton's action was a splendid example of resource and bravery, and not only undoubtedly saved many of his comrades' lives, but also inspired his platoon to charge and capture the five remaining posts."

-London Gazette, 27th September, 1918.

	Twp.	Rge.	Mer.
Lake Gray	67/68	26/27	4

In honour of the late Lieutenant R. H. Gray, V. C., D. S. C.,
Calgary, Alberta.

This lake is approximately 12 miles west of Grosmont and 20 miles north west of Athabasca on No. 2 highway.

Citation:

AWARD OF VICTORIA CROSS TO

O. 29020 LT. ROBERT HAMPTON GRAY, V. C., D. S. C., R. C. N. V. R.

"For great bravery in leading an attack to within 50 feet of a Japanese destroyer in the face of intense anti-aircraft fire thereby sinking the destroyer although he was hit and his aircraft on fire and finally himself killed. He was one of the gallant company of Naval Airmen who from December, 1944, fought and beat the Japanese from Palembang to Tokyo.

"The actual incident took place in the Onagawa Wan on 9 August, 1945. Gray was leader of the attack which he pressed home in the face of fire from shore batteries and at least five war ships. With his aircraft in flames he nevertheless obtained at least one direct hit which sank his objective."

2016	HAY LAKE 84 N. W. ALBERTA	Latitude	Longitude
	Dickins Lake	59° 41' N	119° 57' W

In honour of Capt. C. H. (Punch) Dickins, D. F. C., of Toronto,
formerly of Edmonton.

This lake is approximately 85 miles N. W. of Upper Hay River.

	<u>Latitude</u>	<u>Longitude</u>
<u>Lake May</u>	59° 56' N	119° 58' W

In honour of the late Capt. Wilfred Reid (Wop) May, D. F. C.,
of Calgary, formerly of Edmonton.

This lake is approximately 90 miles N. W. of Upper Hay River.

The grounds on which the above two names were conferred and the public approval with which such action was greeted are both expressed in the following editorial in the Edmonton Journal of December 22nd, 1953.

Honor Richly Deserved

"Welcome, indeed, is the decision of the Geographic Board of Alberta to name two northwestern lakes after the late W. R. "Wop" May and C. H. "Punch" Dickins. Because they contributed so greatly to the making of Canadian aviation, it seems fitting that the Board should have made its announcement near the close of this year, during which the world has been celebrating the fiftieth anniversary of powered flight.

"Both "Punch" Dickins and "Wop" May served with distinction in the Royal Flying Corps during the First World War and both were decorated for gallantry in action. It is probably as pioneers in civil aviation, however, that they are best remembered in Canada today. In the twenties when practically all flying was hazardous and bush flying in northern Canada was far more than ordinarily so, they blazed in small planes the air trails in the west and northwest which today we take almost for granted.

"Mr. Dickins, still a prominent figure in aviation, was the first Canadian to cross the Arctic Circle by air. He pioneered travel by plane over the barren lands of the far north and Arctic, in an epic journey during 1928. "Wop" May organized the first commercial flying company here, in 1921. Eight years later, when with the Edmonton Aero Club, he and Vic Horner undertook an extraordinary flight from the city to Fort Vermilion - in an open plane when the temperature was thirty below zero - to carry diphtheria anti-toxin north to combat an epidemic.

"In the early careers of both Dickins and May, these were perhaps but outstanding incidents. They did much other trail-blazing, and carried out many "mercy" flights with great courage and skill; in later years, as executives, moreover, they helped to build the solid edifice of Canadian commercial aviation on the foundations they, themselves, had laid. Nevertheless, Dickins' 1928 journey over the barrens and May's flight with the anti-toxin will long be remembered as landmarks in their careers and in the development of flying in this country.

"Their names are already written large in our latter-day history, but it is good to know that now they will also have permanent places in the geography of Canada."

It should be added that both Captain Dickins and Captain May won the Distinguished Flying Cross in the First World War and both also won the annually awarded McKee Trophy emblematic of the most outstanding contribution to aviation for the year in Canada.

3489 GRANDE CACHE 83 E/14 (E 1/2) ALBERTA

<u>Mount McQueen</u>	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
	55	8	6

In honour of the late Dr. David George McQueen, Minister of
First Presbyterian Church, Edmonton, 1887-1930.

This mountain is approximately 60 miles north east of Miette.

Dr. McQueen was born near Kirkwall, Ontario, on December 25th, 1854. He received his higher education at the University of Toronto and Knox Theological College. In addition to his long ministry at First Presbyterian Church, Edmonton, he was for a time Inspector of Schools for Edmonton District which at that time extended from Red Deer to Pakan. He was for many years, also, a member of the Senate of the University of Alberta from which institution he received the honorary degree of LL.D in 1917. He took part in many community activities and was universally beloved. He died in Edmonton on October 22nd, 1930.

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
<u>Mount Braithwaite</u>	55	9	6

In honour of the late Dr. Edward Ainslie Braithwaite, pioneer physician and appointed Coroner under the Northwest Territories Government in 1896.

This mountain is approximately 65 miles north west of Miette.

Dr. Braithwaite was born in Yorkshire, England, on February 16th, 1862, and died in Edmonton on December 7th, 1949. He received his medical training at King's College Medical School, London, England, and at the Manitoba Medical College, Winnipeg. He emigrated to Canada in 1884, enlisted in the N. W. M. P., was Acting Medical Officer of the forces during the Riel Rebellion, and was present at Riel's execution. He was Chief Coroner for Alberta from 1932 to 1948 and along with men like Dr. R. G. Brett and Dr. G. R. Stanley must be reckoned as one of the "grand old men" of the medical profession in Alberta.

3510 GROS MONT 83 I/13 ALBERTA

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
<u>Blefgen Lake</u>	67/68	26	4

In honour of Mr. T. F. Blefgen, for many years Director of Forestry in Alberta.

This lake is approximately 12 miles west of Grosmont and 20 miles northwest of Athabasca on No. 2 highway.

Mr. T. F. Blefgen entered the service of the Dominion Government in 1911 in the then newly-created Rocky Mountain Forest Reserve. During the First World War he served in the Royal Flying Corps and the Royal Air Force. After the war he returned to the work of forestry. He was supervisor of the Lesser Slave Forest Reserve until 1927, when he was made assistant inspector of forest reserves with headquarters in Calgary. In 1930, after the transfer of natural resources from the Dominion to the Province, he was selected to organize and head the forest reserve in the new Alberta Department of Lands and Mines. From this post he retired in 1948.

3576 PUSK WASKAU 83 N/5 ALBERTA

<u>(A.S.E.)</u>	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
<u>Lake Fallow</u>	73	24	5

In honour of the late Hon. W. A. Fallow, Minister of Public Works and Railways and Telephones for the Province of Alberta 1935-1948.

This lake is approximately 9 miles northwest of Crooked Creek.

The Hon. W. A. Fallow was Mayor of the town of Vermilion from 1922 to 1935. In the latter year he was elected to the Legislature as member for the constituency of Vermilion. He was reelected for Vermilion in 1940 and in 1944 successfully contested the constituency of Grouard. From 1935 until his death on May 3rd, 1948, he was a member of the Executive Council holding the important portfolios of Public Works, Railways and Telephones.

Other NamesButteNational Topographic Sheet
Map Number

Battle	3278 (A. S. E.)
Elk	3278 (A. S. E.)
Little Elk	3186 (A. S. E.)

Creek

Adophus	3489
Albertine	3489
Allen	3489
Baptiste	3510
Bergamot	3489
Bloodroot	3489
Brewster	3489
Calypso	3489
Carconte	3489
Corral	3489
Corydalis	3489
Davey	3489
Delorme	3489
Eaton	3489
Faulk	3489
Flatbush	3521
Flood	3489
Franks	3489
Gentian	3489
Goldenrod	3489
Gustavs	3489
Haight	3489
Hells	3489
Henrietta	3489
Henry	3489
Horn	3489
Island	3510
Joachim	3489
Kisyth	3521
Larkspur	3489
Lawrence	3489
Llama	3489
Malcolm	3489
Mitayimin	3489
Neighbor	3489
Pearl	3489
Roddy	3489
Rufus	3489
South Hawkins	3489
Swift	3489
Two Cabin	3489
Washy	3489
Wolverine	3489

Flats

Gustavs	3489
Kvass	3489
Llama	3489

Ford

Hanson	3260 (A. S. E.)
McDonald	3278 (A. S. E.)
Seville	3260 (A. S. E.)

<u>Hill</u>	<u>National Topographic Sheet</u> <u>Map Number</u>
Bushy Head	3278 (A. S. E.)
Hart	3260 (A. S. E.)
Observation	3168 (A. S. E.)
Syncline Hills	3489
<u>Lake</u>	
Beyette	3521
Birston	3521
Camping Lakes	3511
Cattail	3576 (A. S. E.)
Chain Lakes	3510
Cow Moose	3510
Crane	3521
Crooked	3510
Dancing	3510
Deep	3521
Emslie	3521
Grew	2008
Horseshoe	3521
Hubert	3521
Jackfish	3511
Kilsyth	3521
King	3521
Line	2913
Long End	3521
Majors	3510
Mountain	3576 (A. S. E.)
Mud	3511
Muddyshore	3576 (A. S. E.)
Nelson	3521
Norman	3521
Pete	3576 (A. S. E.)
Reid	3521
Samuel	3521
Scot	2021
Shallow	3521
Spotted Horse	3510
Tattum	3521
Two Lakes	3576 (A. S. E.)
Victor	3489
Ward	3521
Water Hen	3576 (A. S. E.)
<u>Mountain</u>	
Ambler	3489
Mount Bertha	1946
Flood	3489
The Fortress	3578
Mount Hamell	3489
Knife	3489
Limestone	3578
Llama	3489
Mount Louie	3489
Mount Mawdsley	3489
Mount Russell	3489
Mount Stearn	3489
<u>Post Office</u>	
Assumption	2016
Big Coulee	3511
Lakedell	1795
Silver Springs	1773 (A. S. E.)

<u>Range</u>	<u>National Topographic Sheet</u> <u>Map Number</u>
Opal	3578
Queen Elizabeth Ranges	2239
<u>River</u>	
Little Puskwaskau	3574, 3576 (A. S. E.)
Muddywater	3489
Smoky	3489
Sulphur	3489
<u>Trail</u>	
Dry Canyon	3489
Gustavs Flats	3489
Horn Creek	3489
Kvass Creek	3489
Sheep Creek	3489
Smoky	3489
<u>Miscellaneous Names</u>	
Blakiston - Brook	1946
Clarks - Crossing	3489
Bertha - Peak	1946
Hayden - Ridge	3489
Kleskun Hill - Settlement	3574 (A. S. E.)
<u>Name Confirmations</u>	
Lodge Creek	1636, 1713, 1950
Mount Maclaren not Mount McLaren	3188
Thelma Creek	1636, 1713, 1950

NAME CHANGES

<u>National Topographic Sheet</u> <u>Map Number</u>		
2239	Athabasca Pass	not Athabaska Pass
1946	Bertha Peak	not Mount Bertha
1946	Blakiston Brook	not Pass Creek (Blakiston Brook) nor Blakiston Brook (Pass Creek)
3510	Crooked Lake	not Crook Lake
3578	The Fortress (mountain)	not The Tower (mountain)
3489	Goat Cliffs	not The Goat Cliffs
3489	Grande Cache Ford	not Grand Cache Ford
3489	Grande Cache Lake	not Grand Cache lake
3489	Grande Cache Valley	not Grand Cache Valley
2003	Grew Lake	not Deep Lake
3489	Henrietta Creek	not Henry Creek
2913	Line Lake	not Reid Lake
3489	Mitayimin Creek	not Strawberry Creek
3489	Mount Stearn	not Stearn Mountain
3576 (A. S. E.)	Muddyshore Lake	not Mud Lake
3578	Opal Range	not Opal Mountains
1946	Pass Creek (Blakiston Brook)	not Blakiston Brook nor Pass Creek
3521	Samuel Lake	not Samuet Lake
2021	Scot Lake	not Reid Lake
1634	South Hawkins Creek	not South Fork Hawkins Creek nor South Fork Creek nor East Fork

DELETIONS

<u>Creek</u>	<u>National Topographic Sheet</u> <u>Map Number</u>
Blakiston Creek (Pass Creek)	1946
East Fork	1634
Henry	3489
Pass Creek (Blakiston Brook)	1946
South Fork	1634
South Fork Hawkins	1634
Strawberry	3489
<u>Lake</u>	
Crook	3510
Deep	2008
Mud	3576 (A.S.E.)
Reid	2021, 2913
Samuet	3521
<u>Mountain</u>	
Mount Bertha	1946
Opal Mountains	3578
Stearn	3489
The Tower	3578
<u>Pass</u>	
Athabasca	2239

Annual Meeting of the Canadian Board
of Geographical Names

It was a fortunate circumstance that both Mr. H. P. Brownlee, the representative of Alberta on the Canadian Board, and Mr. Carl Lester, a member of the Alberta Board, were able to attend the annual meeting of the Canadian Board on Geographical Names in Ottawa on January 28th, 1953.

Of the many matters which were discussed three require mention in this Report.

(1) It was agreed that the naming of a mountain or a group of mountains in honour of Sir Winston Churchill, an action which the Alberta Board has been urging for several years, should not be abandoned but should be postponed for further consideration at such time as Sir Winston retires from active politics.

(2) No action was taken on the protest of Mr. G. S. Andrews, the representative of British Columbia against the changing of the name of Fort Macleod, B. C., to Macleod Lake in order to prevent postal confusion with Fort Macleod, Alberta. As the changes of names had been made by the Post Office Department and were within its statutory powers, the Board expressed the opinion that those who opposed them should make representations to that Department.

(3) Mr. Brownlee drew the attention of the Board to the not infrequent occurrence of unofficial names and incorrect spellings in government documents. It was agreed that special attention should be devoted to the elimination of these errors.

The reports tendered by Mr. Lester and Mr. Brownlee on their return from Ottawa deepened the appreciation of the Board for the benefits derived from the attendance of one or more of its members at the annual meeting of the Canadian Board where those engaged in similar work from all parts of the country can exchange ideas and discuss common problems.

Visit of Mr. P. E. Palmer

The members of the Alberta Board recall with pleasure the two visits which Mr. Palmer, Chairman of the Canadian Board on Geographical Names has made in Edmonton, the second as recently as July 13th, 1953, and they appreciate also the many courtesies which they have received in his hands in Ottawa. His geniality and efficiency have commanded their liking and respect and the Alberta Board wishes him continued success in the future.

Presentation to Mr. H. P. Brownlee

Mr. Brownlee's superannuation from the provincial civil service automatically terminated eight years of happy co-operation with the Board in his capacity of Alberta representative on the Canadian Board on Geographical Names. The members of the Board expressed their deep appreciation of his services and their high personal esteem at a dinner in his honour at which he was presented with a genuine leather wallet accompanied by the hope that it would always be well filled. The best wishes of the Board follow Mr. Brownlee in the years of his retirement.

Mr. Daniel I. Istvanffy

Mr. Istvanffy has succeeded Mr. Brownlee as Provincial Statistician, and the members of the Alberta Board welcome him to attendance at its meetings and to the same cordial co-operation in its work as has existed hitherto.

Acknowledgements

It is a pleasure each year to express in this report the thanks of the Board to the daily and weekly newspaper press and the radio stations of the Province for the generous manner in which they have brought various features of its work to public notice. The Board is constantly indebted, also, to the Surveys Branch of the Department of Highways for its technical services and to its Secretary, Mrs. E. H. Gostick, for the efficient conduct of a steadily growing volume of work.

DON'T DROWN COMMITTEE

Increased efforts to reduce the death toll by drownings in Alberta were made by this committee in 1953.

It is encouraging to report that there were less drownings during 1953 than during 1952. A total of 54 persons drowned during the year, 15 in boating accidents, 12 in sloughs, irrigation ditches and other small bodies of water, nine through falls in creeks and rivers, and eight through swimming accidents. This compared to the 1952 total of 76 drownings.

The committee's main project of the year was the ordering of 1,000 special hooks for draglines. After protracted efforts to find a source for a suitable hook, an order was placed with a Swedish firm and delivery made late in 1953. The hooks are available through the Water Safety Division of the Red Cross at Edmonton while a pamphlet on the construction of efficient draglines will be sent to communities near swimming areas. The provision of an adequate supply of dragline hooks for beaches is a progressive step toward improving life - saving facilities in Alberta.

An instructional water safety film, entitled, "Don't Drown", was prepared through the co-operation of the Film and Photographic Bureau of the Department of Economic Affairs, and donated by the Government of Alberta as a contribution toward reducing boating and drowning accidents. The film, in which Red Cross water safety instructors appear in dramatized episodes illustrating rules of water safety and techniques of life-saving, will be shown throughout Alberta during the summer.

A successful program in Small Craft and Water Safety was carried out under the supervision of K. A. Hodgert, Red Cross Swimming and Water Safety Director. Assisted by a \$1,000 grant from the Alberta Safety Council, the Red Cross Water Safety Division gave instruction to more than 16,000 persons at ten major beaches.

Four meetings of the Don't Drown Committee were held during the year, with full attendance at each meeting. Howard Stutchbury is Chairman of the Committee with members including H. P. Brown, Red Cross; Ralph R. Moore, Deputy Minister of Economic Affairs; H. B. Watkins, Director of Fisheries; Dr. M. Van Vliet of the University of Alberta; Sgt. -Major S. M. Slinn, R. C. M. P.; K. A. Hodgert, Red Cross; S. L. Roberts, Walter Fuller, and William Thomson of the Department of Economic Affairs; and Dan Campbell, Director of the Alberta Government Travel Bureau, who is committee secretary.

